



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXII. NEW YORK, AUGUST 8, 1900.

No. 6.

PRINTERS' INK of July 25th,
speaking of Philadelphia news-
papers :

"The Record, although most re-
cently established, appears, FROM
EVERY STANDPOINT, CLEARLY
ENTITLED TO FIRST
PLACE IN THE CONSIDERA-
TION OF ADVERTISERS.
In the Directory it stands THIRD IN
POINT OF ISSUE among all the
papers willing to let their circulation
be known, OUT OF OVER TWO
THOUSAND DAILIES cata-
logued.

"From 163,833 in 1895, it is given
for the year 1899 an average issue of
185,902."

From January 1, 1900, to August 1, the
average circulation was

192,978

—
25c. A LINE.

A rate which earned for THE RECORD
PRINTERS' INK's sugar bowl, as being that
paper east of Chicago which gives advertis-
ers the greatest service in proportion to
price charged.

—
**USE THE PHILADELPHIA RECORD
IN THE FALL BOOM.**

—
Write for a miniature copy of THE RECORD'S
23d Anniversary Edition.

TRANSLATION: "The Philadelphia Record" is read in every part of the world and
by all classes of people.

相・登記・係・不獨患・於
各等・之・人

DENVER

COLORADO.

DENVER is truly termed the Metropolis of the Far West. It is one of the most enterprising and beautiful cities on the American Continent. It has a population of 160,000 and a fine system of electric street railways. The advertising in all of Denver's street cars is controlled exclusively by GEO. KISSAM & CO., which is a guarantee of reliable service, and here as elsewhere America's leading advertisers are always represented in the cars, as well as the live local seekers after modern publicity.

GEO. KISSAM & CO.

1515 Larimer St., Denver.
253 Broadway, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1863.

VOL. XXXII.

NEW YORK, AUGUST 8, 1900.

No. 6

NEW IDEAS WIN.

A NEWARK CLOTHIER TELLS HOW HE INCREASED HIS BUSINESS BY CHANGING HIS ADVERTISING METHODS.

"Breaking away from old ideas in advertising has increased our business over twenty per cent in less than two years," said Frank L. Stoutenburgh, of the firm of Stoutenburgh & Co., clothiers, of Newark, N. J., in answer to a question by a reporter of PRINTERS' INK, as to whether the change of advertising methods adopted by the firm some time ago had made any apparent difference in the volume of their business.

TWO YEARS AGO.

"Two years ago," said he, "we were using a list of about twenty papers, dailies and weeklies, covering all of the territory hereabout, and our ads, while well written, were of the stereotyped style still used by many clothing houses all over the country. We were in these papers three months in the spring and again three months in the fall. While our business at this time was, as it now is, the largest in the State, I was of the opinion that it could be increased by changing our advertising plan. I know now that I was right. I had been and still am a close student of advertising, and saw that the dailies of Newark were growing and covering the surrounding country six times a week where the weeklies only had a hearing once. I reasoned that here was an opportunity of talking to our customers oftener, and took it. Instead of the twenty papers, we used six—all dailies, with one exception, and we are still using them. They are the Newark *News*, *Advertiser*, *Freie Zeitung*, *Ledger* (weekly), and the Elizabeth *Journal* and *Leader*. We had used these among the

twenty, but copy in them was changed only once a week in the dailies and once a month in the weeklies. Part of my new plan was to change copy every issue, and this I have done. The rates of the six papers mentioned were such at the time we started to use them exclusively as to require no increase in the amount of money we were spending annually, but subsequent advances have raised the price about one-quarter. Still we are getting results to warrant the increase."

"What space did you formerly use and how much do you use now?" was asked.

AT PRESENT.

"We formerly ran fifty-six lines double in the weeklies and about seventy lines double in the dailies. Now we use from seventy to 420 lines, according to the season of the year and the day of the week, our largest spaces being used on Fridays in the heart of the season. In the Newark *News* we have something to say every week day in the year. The *Advertiser* carries our announcements every other day and we use the two Elizabeth papers only in the seasons. In the *Weekly Ledger* and in the *Freie Zeitung* our matter is contracted for by the year. We do not advertise on Sundays, not for moral reasons, but because Monday is always a poor day for clothiers."

"In what important points do your ads differ from the ones you formerly used?" was the next query.

OLD ADS AND NEW.

Here the reporter was shown copies of some announcements published two years ago; also some in the new style, one of which is reproduced. The former were commonplace, containing a stock cut or two, some ordinary matter and prices, with descrip-

tions. They were sensible ads, though, and not over-boastful. It is easy to believe that they brought business. The new ones were quite up-to-date, carefully written and each one contained a strong "talk." They were convincing and were illustrated with cuts

Gray Mixed Cheviot Suits.

The choicest tit-bits of the fashion of 1900—"Grays"—in a dozen different weavings. We've got them in cassimeres and worsteds, both of which are of smoother finish, but the most-wanted suits are cut of rough-faced cheviots.



We've tailored them with single-breasted coats, shaped into the new front—with double-breasted vests—with exceptionally good serge linings to coats—with newest cut to trousers—with certain \$15 "dealer" value—with our price of

\$12.

A hundred or so suits of the above description passed through our finishers' hands last week.

Ready for you to-morrow.

STOUTENBURGH'S,
797 to 805 BROAD ST.

made for them by a good artist. Every ad gave the price of the article it advertised. Every ad was set in plain type, not crowded, and was framed in a neat border. From an artistic point of view, at least, they were an improvement.

"You can judge the difference yourself," said Mr. Stoutenburgh.

"The new ads are as strong as I know how to make them. I never use the same ad twice in one year, and never knowingly copy any one's expressions. I try to impress upon the minds of my readers the goodness of our wares and the fact that we sell them cheaper than others, which we are enabled to do, as we manufacture most of the clothing we sell."

"What leads you to believe that this increase in trade is due directly to your advertising?"

"People come in and ask for the goods advertised and speak about the claims we make in the ads. We have no trouble in convincing them that these claims are well founded, and this, taken in connection with the fact that we have been in business for fifty-one years, makes our advertising doubly effective. Besides, we can ascribe the increase to nothing aside from the advertising."

"What other methods of obtaining publicity do you find profitable?"

SWATCH CARDS.

"In the fall and in the spring we send out thousands of 'swatch cards.' These are cards with samples of suitings and overcoatings glued on them. They contain appropriate matter and the price of the suit or overcoat advertised. We cut up a lot of cloth to make these and distribute them by some of our own salesmen, who go about the country a few weeks in advance of the season and who also, by word of mouth, extol the merits of the goods. This is not very expensive because the work is done at a time when the salesmen who make the distribution can be spared."

"Do you use novelties?"

SOME NOVELTIES.

"Only on special occasions. When we were fifty years old we celebrated the event in an appropriate manner. We hired a good brass band and gave concerts in the store, which was elaborately decorated. The ladies were given bouquets of cut flowers and the gentlemen were presented with celluloid match safes with a picture of the store on one side and the words 'Fiftieth Anniversary'

and our name on the other. We have also given away foot rules. We present the youngsters with good baseballs when their parents buy outfits for them. In fact, our house was the first in the country to give away baseballs with boy's suits and the scheme is now in operation in every city in the

ters and keep them busy the year through. The reputation of the store is such that customers have every confidence in us and they seem to know that they can get what is fashionable here at reasonable prices. I will admit that this branch of our business could be increased by judicious advertising, but for the present we have no idea of doing much in that direction. We advertise for our ready-to-wear departments, which embrace clothing, shoes, hats and furnishings." HARRY M. FRIEND.

TO THE DRUGGISTS.

In the druggists' journals the J. C. Ayer Co. thus addresses the dealers:

Ayer's advertising ably assists all ambitious accumulators of business in proprietary remedies. It is strong, forceful and convincing—the kind which promptly convicts a man of the disease he has and sends him looking for the place to buy the remedy. It is abundant—the expenditure running to big figures annually. It is—and this is the best of it—perfectly sincere and truthful.

Here, as in every other department of life, sincerity is a jewel, and the gaudiest prevaricator has nothing to compensate for its absence.

The people of our great American public are quick to discriminate between those who would fool them and those who would not, and it's a great thing to be recognized as belonging to the latter class.

The Ayer remedies have been doing their good work for more than an average lifetime, and the value of good advertising continued for a long term of years is cumulative.

Did it ever occur to you that perhaps you were not getting all the benefit you might from the millions of dollars we have spent for advertising? Suppose you should make a little push of your own on Ayer's goods and see how easy it is to wake up new business.

We shall be glad to assist you in such an attempt by all proper means at our command. Consult us freely on occasion.

ONE THOUSAND YEARS.

What must be our mental attitude to a newspaper that has been published for a thousand years! *Kin-Pau*, issued in Peking, has been in existence for that period. It began as a monthly, became a weekly in 1361, and since the beginning of the century has been a daily. It is now quite up to date, publishing three editions a day, and, to safeguard the purchaser from wiles that are not altogether unknown to the newsboys of New York, each edition is printed in a different color, the first being yellow, the second white, the third gray.—*Fourth Estate*.

Spring Hats for Sunday Heads

Every taste and every purse has been carefully studied by our "Hat Man." He knows full well how to sell worthy hats at prices below those usually asked.



Derbies, Alpines and Silk Hats for the "grown-ups"—notably the new "Philadelphia Tourists" in pearl and French brown, with pure silk puggaree bands, at \$2.50.

Tams, Caps and Etones for the "young-uns," 25c. to \$1.50.

Always at your service—for hats, for shoes, for furnishings.

And for the Best Newark Made Clothing, 20 per cent. under "others."

STOUTENBURGH'S,

797 to 803 BROAD ST.

Union. We also run our own electric light plant and have electrically illuminated signs in front of our store."

IN THE CUSTOM DEPARTMENT.

"You have a custom tailoring department. Do you advertise that?"

"We find it almost unnecessary to do so. We employ four cut-

IN OLD MAYENCE.

Printers, journalists, students and learned men from all over the world gathered in Mayence the other day to celebrate the five hundredth anniversary of the birth of Johann Gutenberg, the inventor of the art of printing from movable types. The old Rhenish city was en fete. The buildings along the main thoroughfares were decorated with bunting, and the inhabitants themselves seemed to catch the spirit of the occasion and gave the visitors a hearty welcome. A typographical exhibition of much interest was opened, and on Sunday services were held in the Cathedral and in the Protestant Church. Representatives of the different universities of Germany met in the town hall in the morning and listened to a speech delivered by Professor Koster, of Leipzig, in honor of Gutenberg. The university representatives then proceeded to the Gutenberg monument, at the foot of which wreaths were laid by the Grand Duke of Hesse, the Chief Burgomaster of Mayence, the Burgomaster of Leipzig, and the representatives of many societies and public bodies. In the afternoon a banquet of 1,000 covers was given in the town hall by the German Printers' Society and the German Printers' Union, and a telegram was sent to the Emperor, the "promoter and protector of German art and German industry." Decorations were bestowed by the Grand Duke of Hesse upon many of those who had arranged the festivities and upon M. Leband, of Paris, and Signor Marci, of Florence. On Monday the spectacular portion of the festivities commenced with a grand historical procession through the streets of Mayence. It was two miles long, and over 5,000 persons took part in it, including 1,400 ladies and gentlemen belonging to the old patrician families of the town. The procession represented groups composed of the great spirits of all nations and of all times, clad in the costumes of the country and age represented. Three hundred

and eighty musicians, eighty of them on horseback, led the various sections of the procession, and on forty ceremonial cars groups were arranged, living pictures, representing famous historical events which have introduced new epochs in the history of civilization. The students of the neighboring universities, dressed in the picturesque costumes of the corps, occupied a prominent place in the procession, which is described as surpassing anything of the kind ever seen in Germany. In the evening a costume fete was held in the town hall and in the municipal gardens. Perhaps the most picturesque part of the proceedings was the torch-light procession on the Rhine, from Mayence to Eltville.—*Fourth Estate.*

THE NEWSPAPER HABIT.

The newspaper habit has many vicious consequences. The children in the public schools are often urged to read the papers and keep track of the world's news. And it cannot be denied that the newspaper serves an important end in bringing men to social consciousness and in giving them data upon which to form social judgments. But we must deplore and, so far as possible, overcome the evils of habitual newspaper reading. These evils are, chiefly, three: first, the waste of much time and mental energy in reading unimportant news and opinions, and premature, untrue, or imperfect accounts of important matters; second, the awakening of prejudices and the enkindling of passions through the partisan bias or commercial greed of newspaper managers; third, the loading of the mind with cheap literature and the development of an aversion for books and sustained thought. Thus the daily newspaper often tends to make the intellectual life of its readers one continuous series of petty excitements, a veritable life of the social "senses," and to shut their minds, by mere fullness of occupation, against any appeal that does not find a voice in the daily news sheet.—*Annals of the American Academy.*

**There are two
Post Offices
In Delmar, Iowa.**

Uncle Sam has one, and we have one. You go to Uncle Sam's post office and get your letters; you go to our Post Office and get your Posts. Ours is, then, the only real Post Office.

We have 2,000 choice White Cedar Posts from 7 to 10 feet. Call and see them.

D. A. HART, Delmar, Iowa.

A COUNTRY CURIOSITY.

A FEW POINTERS ABOUT ADVERTISING IN DES MOINES.

Frank W. Lenhoff, advertising agent, 52 Dearborn street, Chicago, writes:

"Without wishing to cast any reflections on any of the other Des Moines newspapers, I will state that I have found the *News* to pull FOUR to ONE to any of the other papers in your city. Am including the *News* in all our lists, and feel justified in doing so."

Dr. Chas. McF. Wells, the expert optician of Des Moines, found by actual experiment that the Des Moines daily *News* brought him as many orders as the three other Des Moines dailies and two other publications combined. As no orders are accepted by Dr. Wells for less than \$10 cash, the potency of the *News* as a high-grade medium was again demonstrated.

The DeBeltrand Grocery Co., of Des Moines, found by actual trial that the daily *News* brought nine times as many mail orders as any other Des Moines daily, and more city orders than the three other Des Moines dailies combined.

S. B. Telfer, the Des Moines dealer in carpets, rugs, etc., tried all the Des Moines dailies, and now advertises exclusively in the *News*.

By actual experiment, the Shannon & Mott Co., Des Moines, famous millers, found that the *News* sold more sacks of a high-grade flour than all the other Des Moines dailies and two weeklies combined.

The Simon Clothing Co., of Des Moines, has all of its salesmen check up its Friday sales each week to learn which of the Des Moines dailies "pulls best." The daily *News* always shows the best record.

The Des Moines DAILY NEWS guarantees a larger paid circulation than all the other Des Moines dailies combined.

THAT BARREN ISLAND ARGUMENT.

One of PRINTERS' INK's correspondents sends the following concerning the harm the destruction of the Barren Island works will do to the advertisers who have hitherto harped on the evil in the use of animal fats in the making of soaps:

Now that the world has been invited to submit bids for the destruction of the garbage of New York City, so that the works on Barren Island, which produce such objectionable stenches "when the wind comes from that way," may be shut up, it looks like the manufacturers of the Coal Oil Johnny Soap and other soaps are going to lose their greatest advertising leverage. A bill has been passed by the New York State Legislature, requiring the Barren Island "Reduction Works" to move away within a year. These "reduction works" have been used for several years as the "horrible example" in the advertising of Coal Oil Johnny and many other brands, not known in upper society, but very popular among railroaders, miners and farmers. If there is anything that will turn the minds of simple people against an article it is to show that something in the nature of dead horses, dogs, etc., has been used in its manufacture. It has been the aim of the Coal Oil Johnny Soap people and other soap makers, to create an impression that nearly all soaps, except theirs, are made from dead things. Not being satisfied with what they could say in public print, they had great photographs made of the Barren Island enterprise and its "reduction works," and these were turned into circulars, posters and placards. The most striking of the posters has been put out by the Coal Oil Johnny people this year. It has been tacked up at nearly every postoffice, country store and blacksmith's shop in the South and West. At the top is a vivid half-tone reproduction of a photograph of a ferry-boat piled high with dead animals. The letterpress starts off in bold black type in this fashion:

"A moonlight picture of the dead cats, dogs, rats, and horses en route for the Barren Island Soap Fat Factory. Ask yourself what becomes of the thousands of cats, rats and dogs you know die each day. What becomes of the thousands of horses that die of old age, and other diseases. What becomes of the mad dogs the police shoot in the streets. What becomes of the horses that have the glanders that are killed by the Board of Health. What becomes of the many hundreds of dogs that are killed at the pound in your city each day. What becomes of the many thousands of tons of soap fat that the propeller 'Two Brothers' takes from Barren Island and brings to New York, making four trips daily. 'More people die from the effect of impure soaps than from intoxicating liquors,' says Baron Justus Liebig. 'Coal Oil Johnny Petroleum Soap is free from animal fats.'—Dr. H. Sweitzer,

official chemist of the Produce Exchange, New York City."

This is the wording of the entire poster. I've seen as many as twenty men reading it at once. Of course such argument proves very effective advertising for the soaps that do not contain animal fats. More than a dozen soap makers are to-day making capital by harping on the awful Barren Island works, and it will be a bad day for them when the fat boiling privilege is taken away from the men who have had it so many years. ♦♦♦

By treating newspaper men well, especially in towns and small cities, you can obtain a whole lot of valuable publicity free.

AN INTERESTING AD.

Facts and Figures.

Interesting to All Advertisers.

PRINTERS' INK in its issue of July 25, in an article with reference to the circulation of the daily papers in Tennessee, places the Memphis Commercial Appeal first, and then states as follows :

"Next in order is the Nashville Banner, with 14,378 to its credit. In the same city is published the American, which, for a long time, was believed to have a circulation equal to that of the Banner. Recently, however, grave doubts have been cast upon the correctness of its statements and consequent accuracy of such a view, and the Directory, in its latest issue, credits it with an estimated issue of exceeding 4,000 copies, putting beside its rating a mark indicating that 'the editor of the American Newspaper Directory has offered to cause the correctness of this circulation rating to be verified by a special examination, provided the publisher of the paper would agree to place the necessary facilities at his disposal, stipulating that the verification should be without cost to the publisher of the paper, but that to this offer the publisher's response was not such as to entirely remove the impression of doubt that has been cast on the rating.'"

The above figures referred to, 14,378, represent the Banner's average circulation for the year 1899, and not at the present time. The circulation to-day is much larger, and its average issue for the first six months of 1900 was 16,356. The Banner's circulation books and records are always open to inspection by advertisers.

A NEEDED REFORM.

ADVERTISEMENTS INSERTED BY ORDER OF COURT OF LAW SHOULD BE MADE AS ATTRACTIVE AS THE ANNOUNCEMENTS OF MERCHANTS.

The question of reform in legal advertising was brought up in a New Jersey court a few days ago, in a case before Chancellor Pitney, when the receiver of the John Stephenson Car Co. asked for a confirmation of the sale of the company's plant. A number of advertisements of the sale which had appeared in various daily newspapers and trade journals was submitted by the receiver as proof that the sale had been properly advertised. Thereupon an objection was made by an attorney for a creditor of the company, who maintained that the advertisements were by no means what they should have been; they were lacking, he said, in any mention of the nature of the goods offered for sale; the quantity and quality of the goods (lumber) were not shown prominently. As a result, it was contended, the lumber was bought in at a figure far below the price which could and should have been obtained. Vice-Chancellor Pitney's remarks were as follows: "People read the advertisements in the newspapers, there's no denying that, and an advertisement should be framed in such a way as to attract buyers. Unless it has this essential it is worthless. In this case lumber should have been prominently displayed in big letters, and not jumbled up with the real estate and other things. The question of advertising is an important one, and I will lay the case over. You should have advertised it properly."

These comments naturally aroused considerable discussion, suggestive as they were of a change in the conventional rules now in use for legal advertisements, and while there is a wide divergence of opinion as to the advisability of any marked change, yet lawyers as a rule agree that the sale of a plant should be as attractively advertised when it is sold under the order of a court as when it is offered by a private party. Num-

bers of bidders for a property would be attracted who otherwise would pass it by unnoticed. Most men who have studied the results of advertising agree in saying the make-up of legal advertisements should be made more attractive to the eye, in order to make the goods advertised bring their true value.—*Fourth Estate*.

AGAINST MAGAZINES.

In its issue of July 15 the *Mail Order Journal* (Chicago) quotes an advertiser whose name it fails to mention, as making the following observations:

Our firm once spent about \$40,000 in magazine advertising, and has paid dearly for the superstition that magazines are A 1 pullers. Considering the cost, they are the poorest mediums. During the hard times when the masses were impoverished, advertisers became solicitous for the patronage of the classes, and tried to reach them by magazines. A few merchants did it the first year. The second year more followed, as they thought the other fellows would not do it if it would not pay, and so magazine advertising became a real fad like any other fashion.

To be frank, I don't think any advertiser has ever made any money by advertising in magazines, except by *Munsey's*, which has probably the largest percentage of country circulation of any magazine. It was the first cheap magazine, and secured a good class of readers in small towns. If the magazines are not mail-order pullers—what are they anyhow? Or what use can an advertiser make of them? To secure city trade? This can only be secured by local advertising. There is in this world a certain class of people who make their living nearly exclusively of fools and dudus. The magazines have been making big money out of advertising dudus, who have been taught art in advertising instead of sense. Well, I ought not to ridicule others, as our firm has been once seized by the same craze. Magazine advertising has seen its best days. It is an exploded theory. J. Walter Thompson, who made a monopoly of magazine advertising, has become very rich. He played a fine game. He enjoyed inside rates not accorded to any other agency. There are cases in which J. Walter Thompson got nearly one-half, and the magazine publishers what little was left. Watch magazine advertising this fall. It will furnish evidence that the advertising world cannot be fooled long.

Most people will find it hard to make the foregoing remarks conform to the great amount of advertising in *McClure's Magazine*, for instance. If magazines are not good media for advertising, what is?

A Change in Comfort's Rates

On and after October 16, 1900, there will be no discounts for either time or space as heretofore in * * *

COMFORT

Until that date advertisers will have the privilege of making contracts, not to extend beyond the October 1901 edition, with present rates and discounts.

A Flat Rate of \$5.00 a Line, Agate,

for all display advertising will go into effect on the above date. * * *

Readers : Minion Count Lines \$7.00 each.

Save ten or twenty per cent by an early contract before the change. *

Full particulars and estimates on inquiry.

W. H. GANNETT, Publisher Comfort, Augusta, Me.
INCORPORATED.

FRANK H. THOMAS,
1635 Marquette Building,
Chicago, Ill.

FRED H. OWEN,
707 Temple Court,
New York, N. Y.

411 John Hancock Building, Boston.

THE "PRESS" IN CARS.

In many respects the advertising in the New York street cars that the *New York Press* is now doing is unique in the history of this up-to-date method of obtaining publicity. In the first place, it is quite a contract of itself to cover all the surface in the city of New York (a system comprising over 2,000 cars, which cover the entire territory of the Island of Manhattan), and means an expenditure of about \$1,000 a month. In the next, the fact that the cards are changed on the entire system *every day* means an additional heavy expense, which no other advertiser, so far, has cared to undertake. No question, however, but that this daily change makes the car cards so up-to-date and timely as to greatly increase their pulling properties and general interest to the public at large. It is but a few years ago, when, in order to have a complete change of cards in a city operating 500 cars, something like a week was required to complete the work; and even to-day, in other cities outside of New York, advertisers are asked to allow a week or ten days for making changes. It was this, that, for a long time, was a weak point in the system of street car advertising, which in the eyes of many big advertisers militated against the method as compared with the daily newspaper, and nowhere was this so true as in the metropolis, where everything has to be so up-to-the-minute to succeed.

Now that New York and the

New York Press have set the pace, however, a possibility has been proved which may make a great difference in street car methods elsewhere.

In making the contract with the car people, the *Press* stipulated for a daily change. The street car people threw up their hands: "Why, it will take, for the work in our 2,000 cars, an extra force of men equal to all those who are now in our employ!" said they. "Figure out the cost," said the *Press* people. "Five hundred dollars a month extra." "All right," said the Shan Van Vogt—and so it was a deal.—*Information.*

HOW TO ECONOMIZE.

If you have a meritorious article for which you wish to create an increased demand, do not allow a few dollars between the cost of good and indifferent advertising to stand in your way. If your advertising appropriation is limited, economize in the territory you wish to cover rather than the quality of the advertising matter you intend to use. If you create a favorable impression for your article in a small territory, you will soon be able to profitably increase your zone of business acquaintanceship, but if you try to economize in the quality of the advertising matter you send out in order to cover a larger territory, and then fail to create the desired impression for our article, how can you expect your advertising to be profitable? —T. C. Bilger.

IN MAGAZINES.

Fifty years ago there was practically no advertising in this country. Advertising in the magazines, which to-day is one of the most important branches of the business, was practically unheard of twenty years ago. The first advertisement, except announcements of their own books, that Harper Brothers ever printed in *Harper's Magazine* was shown in October or November of 1882. —*Current Advertising.*



WORTH LOOKING AT.

THE CO-OPERATIVE NEWS-PAPERS.

MANY IN ONE, BUT EACH ONE ITS OWN.

By Nathaniel Fowler, Jr.

From the reader's or advertiser's point of view there are no co-operative newspapers.

For the want of a name, and to collectively classify what is facetiously known as patent insides or outsides, the title of "co-operative" was given to those periodicals that are not entirely home-print.

There are three distinct classes of country newspapers.

First, the country newspaper set entirely within its own office and printed from type without the use of stereotype plates.

Second, the newspaper printed altogether in the home office, a part of it made up of type matter and the balance of stereotypes.

Third, the newspaper known as co-operative and made up of one or more pages set and printed at some central office, the home office setting and printing the balance.

The introduction of co-operative newspapers has made it possible for every county seat to possess a representative, profitable journal.

The fact that the newspaper is co-operative is neither for nor against its quality or local standing. There are many good co-operative papers and many poor co-operative papers and many good or bad home-print papers. The matter printed at the central offices and furnished to the country publisher is of the same kind that he would use if he set it, and is generally of a higher grade, because co-operative matter is edited by men of great experience and is better adapted to the public wants than the bulk of the miscellany appearing in the home-print paper.

The concerns making that part of the co-operative newspaper furnished to the local publishers derive their profit not from the sale of the white paper, but from co-operative advertising.

The central office publisher devotes a part of the pages he prints to the advertisements of general advertisers, and because he prints

so many papers at the same time, or rather parts of them, and because he buys white paper in such large quantities, he can afford to carry advertising at prices much lower than the combined rates of the local publishers.

It has been claimed by those who do not know, and who have never studied the situation, that co-operative advertising is not local advertising and has not the same proportionate value as that set and printed by the local publisher.

This ridiculous claim had its origin in the ignorance of the advertiser and in the low price of co-operative advertising.

The advertisement in the co-operative part of the newspaper may be more prominent than that appearing in the local part, because there is less of it, and it is more surrounded by reading.

To claim that co-operative advertising does not reach the local reader because it does not happen to be printed in the local part of the paper is as absurd as to assume that an advertisement pasted on the back of a magazine circulated in a town would not reach the people who buy the magazine.

The advertiser whose advertisement appears in the co-operative list of a thousand newspapers receives the same benefit from his advertising as he would if his ads were set separately by each of the thousand local publishers.

Assuming that the local columns are read more than the miscellany pages, this objection against co-operative advertising is fully met by the fact that the co-operative advertising page is never crowded; forcing each advertisement to be conspicuous and invariably to be next to or near to reading matter.

Co-operative advertising is co-operative only in convenience and price.

The printer of the co-operative part of the newspaper is simply an economical producer of convenience.

It is true that co-operative matter appears in many publications at the same time, but that does not injure it, nor is it any the less fresh to the readers. It is no more

co-operative than syndicate matter, and there is not a large daily in this country without syndicate news or miscellany.

Many of the great dailies exchange matrices and are as co-operative as country papers.

If the printing of co-operative matter lowers the tone of the publication, then no respectable daily could conscientiously become a member of an associated press.

This is a day of duplication, of syndicate and of labor and money-saving co-operation.

The circulation of a co-operative newspaper may be small, but the circulation of co-operative newspapers in the aggregate must be extended.

An advertisement in one thousand papers of a thousand circulation each is worth more than the same advertisement in five hundred papers of two thousand each, because all things being equal the smaller the circulation of the paper the more the advertising space is worth proportionately.

This logic may seem illogical and demand explanation.

A paper of two thousand circulation cannot be more than one influential organ, two papers of a thousand circulation each may constitute two influential organs.

A paper of large circulation has several means of income, while a paper of small circulation depends upon a limited constituency, and if its circulation is very small its readers must be very loyal or it could not exist.

The objection to advertising in many papers of small circulation is because the expense and trouble of clerical work and the cost of sending electrotypes and of checking and paying bills are sufficient to suggest to some advertisers that it is not economical to use too many publications of small circulation.

It might not pay the average general advertiser to advertise in several thousand country newspapers simply because the cost of attending to the matter might be more than the benefit to be derived from the advertising; and some advertisers could not afford to attend to these matters, even if the space were free.

The paper of small circulation generally circulates in small places where it is a local authority, and where its influence is all-powerful, and then it is likely to be the only medium conscientiously and regularly read by its readers.

There are in the United States and Canada many thousands of country newspapers; most of them are co-operative and have existed from five to a hundred years, and some of them have been read by several generations.

These papers are near to the people's hearts and close to the local pocketbook.

These papers are read and re-read by country buyers; every one reaches a family or individual.

The readers of co-operative newspapers are residents of small towns, and even of large towns. They are the people of permanency, the people of home, the people of constant buying.

The readers of co-operative newspapers supply the world with everything the world has, and as a class they buy more in number of purchases and in aggregate value than any other two or three classes put together.

It may be hard to enter the inside of the city pocketbook or to keep one's finger upon its contents, for city people are birds of passage, and the advertiser who has them to-day loses them tomorrow; but country people, although it may be hard to get them at the start, are like the old-fashioned wind-mill, slow, and slower to slip backwards.

The advertiser who can reach the country people—and they are the readers of co-operative newspapers—has back of him a constituency which may be reckoned as profit, capital and investment.

Whether or not the advertiser can tell who reads the general publication, he knows who reads the co-operative newspaper; for only one class wants to read it and will read it, and that class is exclusively made up of country folk, heads and members of families.

One thousand co-operative newspapers must not be considered as one composite paper. They are one thousand individual, independent, separate and distinct lo-

cal publications, and the advertiser should congratulate himself that the plan of so-called co-operation adds to the character of the local press and gives to him all the benefits of being an almost universal local advertiser, reaching as he may each individual home and town at the very least of expense; doing with a few electro-types and with a few strokes of his pen what, if things were otherwise, he would have to do with many thousands of electro-types, by many thousands of bills, by many thousands of letters and by the great expense of detail.

The co-operative newspaper is simply a local newspaper, and because the publisher of it chooses to be a business man and to produce his paper in the best and most economical way is no reason why he should not be considered the publisher of an independent paper; he is such a publisher and his paper is an independent sheet, no more co-operative from an advertiser's or reader's point of view than it would be if there were no co-operative methods.

It is as unfair to depreciate the individual or aggregate value of co-operative newspapers, because some of their pages are printed in a central office, as it would be to undervalue the work of all carpenters because all carpenters use hammers and nails.

The co-operative plan benefits the publisher, the reader and the advertiser.

The co-operative plan enables the general advertiser to become a local advertiser at the very minimum of expense and at the extreme of convenience.

It is true that readers of co-operative newspapers read the general magazines and other periodicals, but as a class, more than any other class, they are less readily reached by general publications, for their interest is largely in their homes, and the home paper is the paper of their liking.

Every home-dweller may take a general publication, and probably does, but all the people of a local town cannot be reached by any one general publication, while practically every one of them reads the local newspaper. The co-operative paper is a local newspaper. It cannot be anything else, and therefore it is the paper that is read locally, and the advertiser who uses the co-operative lists simply carries his announcement directly into the homes of the country people, in a local as well as in a general way.

WORTH CONSIDERING.

It is a common mistake with advertisers to assume too much knowledge on the part of the public, and this is particularly true as regards specialties of a technical nature. We were looking the other day at a poster advertising "Sparklets," which we were informed are intended for the "instantaneous aeration" of all liquids. Any one who thinks, and certainly any one who refers to a dictionary, can discover the meaning of these words, but how many people are there to whom they will convey any clear idea, the moment they see the poster. There will be an enormous number of people on whose mind the words will make absolutely no impression, and who will consequently go away uninterested and uninformed.—*London Edition*

PRINTERS' INK.

TWO PARTS.

The Ellsworth (Me.) *American* remarks: "Society is divided into two parts—those who take a paper and those who take their neighbor's paper."

At This Office

10 Spruce Street, New York, THE GEO. P. ROWELL ADVERTISING AGENCY keeps on file the leading Daily and Weekly Papers and Monthly Magazines; is authorized to Receive and Forward Advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars." — Psalm cxvi., 11.

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as coming FROM HIM. It is his privilege to praise his own paper all he likes, for what is wanted is what can be said in its favor. What he does say, however, ought to be true—absolutely.

ALABAMA.

Florence (Ala.) Times (1).—We are issuing regularly every week 1,850 copies of the *Times*. This circulation completely covers our county, the paper going to every postoffice, to many of them in several large bundles. In the city and vicinity nearly every family takes the paper, and regards it as a part of the family fixtures. It is estimated that from three to five persons read every copy of a paper of general circulation. This being the case, to multiply 1,850 by three, at least, would give the advertiser a reading constituency of 5,550 each week. Can business men afford to neglect a medium of this kind in an aggressive movement for business.

CALIFORNIA.

San Francisco (Cal.) Chronicle (1).—Is the leading newspaper of the Pacific Coast, and has the largest circulation.

COLORADO.

Boulder (Colo.) Representative (1).—Largest proven circulation in Northern Colorado.

ILLINOIS.

Arcola (Ill.) Record (1).—Arcola is the wealthiest town for its population in the world, and the *Record* is the newspaper of Central Illinois. The broomcorn paper of the world.

INDIANA.

Indianapolis (Ind.) News (1).—Is a family newspaper. It is delivered to more homes in Indianapolis and Indiana than any other three papers published in the State. This class of circulation is what the advertiser wants and what he is seeking. The circulation of over 50,000 copies daily is proof of the popularity of the *News*.

Richmond (Ind.) Evening Item (3).—The average daily circulation of the *Evening Item* for any period of six months during the past two years has been more than the combined circulation of the daily editions of the *Palladium* and *Sun-Telegram*.

INDIAN TERRITORY.

Muskogee (I. T.) Twin Territories (2).—Is the only magazine published in Indian Territory. The publishers

EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

stead is guaranteed to be at least 130,000 copies weekly, and proven by sworn statements.

were thought brave to establish it; it was predicted by some that it wouldn't live. It is now well up in its second year, and its circulation extends, after it has visited every nook and corner of Indian Territory and Oklahoma, into the Southern and Western States, the North and East. It was in such demand directly after the first issue was off the press that the publishers had to order more paper and reproduce the first number. *Twin Territories* has tried faithfully to impress on the outside world the fact that Indian Territory is not the wild, savage country it is generally supposed to be, and has succeeded to a great extent. The people dwelling there are wide-awake, prosperous and intelligent, and the advertiser would do well to reach them through *Twin Territories*. It is first on the ground, firmly established, and, of course, is the favorite.

KANSAS.

Beloit (Kans.) Western Call (1).—More widely read than any other newspaper published in Mitchell County. Up to date in every particular.

Peabody (Kans.) News (2).—Is but four and a half months old, having been established March 1, 1900, and now has an actual circulation of 1,128 copies each issue, and is growing fast. Our books are open to all. The *News* has the largest circulation in the county, charges a higher rate for advertising, and carries nearly twice as much local advertising as any other paper published in the county, which proves the value of its advertising space.

KENTUCKY.

Greenup (Ky.) Eagle Knight (1).—Is the official organ of the Knights and Ladies of the Golden Eagle of Kentucky, West Virginia and Indiana. Circulation 2,000. Goes to every State and Territory in the Union.

MAINE.

Portland (Me.) Evening Express (1).—Has the largest daily circulation in Maine. Sunday *Telegram* has the largest Sunday circulation in Maine.

MASSACHUSETTS.

Boston (Mass.) Our Dumb Animals (3).—Circulation regularly between 50,000 and 60,000; sometimes from 100,000 to 200,000.

MISSOURI.

Independence (Mo.) Progress (1).—Best advertising medium in Jackson County. Rates made known on application. 2,000 circulation in eastern Jackson County. 1,000 outside of the county.

Kansas City (Mo.) Journal (1).—Has for months paid over twenty-six per cent of the total second class postage paid at Kansas City. This is a matter of official record. When the fact is

taken into consideration that the *Star* claims a 150,000 weekly circulation compared to 100,000 for the *Journal* weekly, it will be seen that the amount of postage paid by the daily *Journal* and the daily *Star* is very nearly the same. As far as the other Kansas City papers are concerned, the *Journal* has them all easily distanced.

St. Louis (Mo.) Post-Dispatch (1).—There are only seven Sunday newspapers in the United States that equal or exceed the paid circulation of the Sunday *Post-Dispatch*. We will accept all advertising with the distinct and unequivocal guarantee that it has a larger bona fide circulation, Sunday or daily, than any other newspaper west of the Mississippi river; and in the city of St. Louis and its suburbs than any two other morning or evening newspapers combined.

Windsor (Mo.) Review (1).—A six-column eight-page weekly that circulates among buying people in Henry, Johnson, Pettis and Benton Counties.

MONTANA.

Helena (Mont.) Northwest Instructor (2).—Is the official (and only) public school journal of Montana. It goes into the hands of all public school teachers as well as the faculties of private schools throughout the State.

NEBRASKA.

Wahoo (Neb.) New Era (1).—Coming *New Era* is issued in two editions—one partly in the Swedish language. With an extensive circulation in the States of Nebraska, Iowa, Illinois and South Dakota. Saunders County *New Era* has by far the largest circulation in Saunders County.

NEW JERSEY.

Trenton (N. J.) Times (3).—Is the only daily paper published in Trenton which makes definite and guaranteed statements of its circulation. The *Times* guarantees the correctness of the figures given each day by offering to any advertiser the free use of its advertising columns if he can show the *Times'* statements are untrue. As the *Times* makes the unqualified claim that its circulation is greater than that of all other Trenton dailies combined, and as the statement has never been disputed, there may be good reason for the reluctance of some newspapers to make statements of their issue.

NEW YORK.

Glens Falls (N. Y.) Star (1).—The morning *Star* and the weekly *Star* have the largest circulation and are most popular papers.

New York (N. Y.) Engineering News (1).—Advertise in as many papers and as extensively as you desire, but do not omit *Engineering News*, which is read each week by nearly every prominent contractor and manufacturer of contractors' supplies in North America—probably by every person in this whole country who will be sufficiently interested in your work to submit a bid.

New York (N. Y.) Tobacco Leaf (1).—The oldest, largest and most widely circulated paper in the trade. The only tobacco paper in the United States covering thoroughly every branch of the business, furnishing the largest volume of reliable news and employing the largest staff of correspondents at home and abroad, being patronized by the leading cigar and tobacco dealers and jobbers in every section of the country. It therefore possesses a larger subscription list and a more extensive advertising endorsement than any of its contemporaries.

Rochester (N. Y.) Case and Comment (1).—Has a general circulation, and in the course

of a year reaches every lawyer in the United States worth having as a customer. It is the cheapest legal medium in the country—space costing \$1.10 per page per 1,000 circulation; others cost you from \$2 to \$6.

Salamanca (N. Y.) Cattaraugus Republican (1).—The only paper circulating generally through all parts of the county.

OHIO.

Cleveland (Ohio) Cleveland Leader (1).—For the year 1899, daily average 58,814 copies, morning and evening. Sunday average, 35,545 copies. January 15, 1900, the price of the morning *Leader* was reduced from three cents to one cent, which resulted in a very large increase in circulation. Half of the total circulation is inside the city of Cleveland.

Cleveland (Ohio) Ohio Farmer (1).—We hereby state that the bona fide circulation of the *Ohio Farmer*, going to actually paid-in-advance subscribers, is now averaging 84,835 each week. Take notice that the above figures are only for net paid-in-advance circulation; includes no sample copies, free lists, exchanges or credit subscriptions. The actual mailed copies of the *Ohio Farmer* for said weeks averaged over 103,000; also please consider that the above figures are substantiated facts, not claims. We make an open challenge to submit actual proof of bona fide paid circulation, compared to advertising rates, with any other paper or papers of our character in America.

OREGON.

Salem (Ore.) Capital Journal (2).—Our average bona fide circulation for the past six months has been, daily 2,812; weekly, 1,927. Some will be interested to know why our circulation is not larger, and for the information of such, we will say that in the past five years we have changed from the credit system to the cash-in-advance system. Notwithstanding this necessary sacrifice of many good subscribers, our daily edition is now larger than before the change. We are now getting the benefit of the free rural delivery system, and eight more such routes are about to be established from this city, which will again push our daily ahead, possibly five hundred. These are plain unvarnished facts which we believe are worthy the just and careful consideration of all advertisers.

PENNSYLVANIA.

Edinboro (Pa.) Educational Independent (1).—Has largest circulation of any weekly educational journal in the world. Circulation 25,000. Proof of circulation made a condition of all advertising contracts. No proof, no pay.

Philadelphia (Pa.) Fashions (1).—Has an honest circulation of over 225,000 copies a month. An advertisement in its columns reaches not only the consumer but the dealer also. The rate charged for space is reasonable and right.

Scranton (Pa.) Science and Industry (1).—A page advertisement in *Science and Industry* costs \$30 per issue. It goes to 30,000 desirable customers, and therefore costs but \$1 per thousand reached.

ONTARIO (CAN.).

Woodstock (Ont.) Sentinel-Review (1).—The daily *Sentinel-Review* has five times the circulation of any other daily medium in the county. The weekly *Sentinel-Review* has three times the circulation of any other weekly published in the Oxford District. Except through the *Sentinel-Review* you cannot reach more than one-fourth the people of Woodstock and Oxford.

PRINTERS' INK.

IN BURLINGTON, IA.

CEDAR RAPIDS, July 17, 1900.

Editor of PRINTERS' INK:

I have been a devoted reader of *PRINTERS' INK* for several years, and in looking over the Burlington (Ia.) *Hawk-Eye* I saw an advertisement of Dr. J. S. Caster, Magnetic Healer, which attracted my attention. Having a few hours to spare I decided to visit the advertiser to get his advertising story for the Little Schoolmaster. The ad was of generous size, but the most striking thing about it was the cut which illustrated it. The picture consisted of a representation of over 40 crutches and canes left by patients who have been cured.

After a short time I was ushered into the doctor's private office. I stated my errand, and he said:

"Yes, I read *PRINTERS' INK*, too. It is a great favorite with me."

"What do you think of advertising in general?"

"You may say that I am a firm believer in the judicious distribution of printer's ink."

"What is your opinion of the relative value of large and small ads?"

"As the usual thing I use in the *Hawk-Eye* the five-inch three-column ad you saw, and it has been my experience that an ad that size in one edition will do much more good than an ad one inch in size in fifteen editions. I have frequently used one, two and four-page ads with corresponding results."

"Is this all the advertising you do?"

"Oh, no. I use daily and weekly papers in surrounding towns and also took a great deal of space in the city directory."

"How has the local directory paid you?"

"Very well. I have given about 23,000 treatments in the city of Burlington, Iowa. Outside of the city, however, the best results have been from personal recommendation. When I opened the infirmary in '89 I had patients from St. Louis, Chicago, California and Santa Fe, N. M., etc., all secured by the latter method."

"If such is the case, you must have many inquiries from prospective patients. What literature do you send them?"

For answer the doctor handed me a neat book about five inches by eight in size. It had an embossed cover, and the body was composed of coated paper.

"That, you see, is a book of fac-simile letters of testimonials from one hundred and twenty-seven different people from all parts of the country. We send that and a personal letter to every inquirer."

"From the appearance of this book, doctor, you evidently believe in good printing."

"I do. What's worth doing at all is worth doing well."

Dr. Caster then gave me another book which by its cover was proclaimed to be a special edition of a souvenir of Burlington, published at the time of its semi-centennial. It was full of half-tone cuts and descriptions of the historical, industrial, commercial and re-

ligious side of the city. The book was originally published by a printing company, and the special edition was made by the order of the doctor, with pages of fac-simile letters of grateful patients bound with the rest of the book at intervals.

The doctor then went on to relate that if he should ever happen to be without circulars describing just what his method of treatment was, he would close his doors. "My father," he said, "Dr. Paul Caster, from whom I inherited my power to cure, made me promise always to have advertising matter in the house. In accordance with this every month I send my 'Journal' to people whose names I have obtained from former patients."

The "Journal" is an eight-page sheet containing testimonials and accounts of cures performed. This is the first case I have heard of where a man advertised because he had promised to. The fac-simile reproductions of the letters of testimonials were striking.

HERBERT H. SMITH.

A PROBLEM FOR SOLUTION.

Office of GARA, McGINLEY & Co.,

23 South 17th street,

PHILADELPHIA, July 26, 1900.

Editor of PRINTERS' INK:

In your issue of July 25, page 22, we find this statement :

"Be careful to use only such mediums as reach people who have use for the kind of goods you sell."

For the last ten years we have been spending considerable money to reach the class of people who have leaky roofs, and we about reached the end of our string. Could you further elaborate on the paragraph we found in your paper, page and date above noted?

Very truly yours,

GARA, McGINLEY & Co.

DEWEY'S VIEWS.

Office of GUENTHER-BRADFORD & Co.,
CHICAGO, July 26, 1900.*Editor of PRINTERS' INK:*

Your lengthy review of the principal dailies this week is good, only too long.

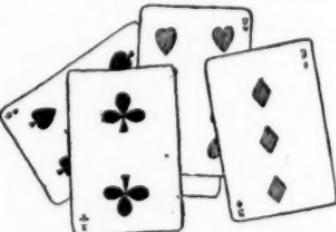
You certainly should put the *Transcript*, of Boston, on your bullethead list.

You certainly err in your statements about New York *News* holding its own.

No one living in New York can believe that. Yours truly,

JOHN C. DEWEY.

STEREOTYPED ADVERTISING EXPRESSIONS.



"WE LOSE MONEY ON THESE."

NOTES.

"DRINK Jakey, and Get Strong," is a sign on a drug store in Astor place. But "Jakey" is the drink, and not the passer-by.

SAYS a Brooklyn furniture dealer in his ad: "You would not leave your happy home for anybody if you let us furnish it."

Book advertising in England is largely done by circular, to names taken from society directories. It is said to pay very well.

"FREE Stove Polish" is advertised on Broadway by a man dressed in barber pole horizontal stripes, carrying an elevated placard.

"How to Become a Newspaper Woman," by Mrs. Elizabeth Jordan, of *Harper's Bazar*, appears in *Success* (New York) for August.

THE Page Woven Wire Fence Company, of Adrian, Mich., advertises: The pen is mightier than the sword if the pen is made of Page fence.

In Jersey City a crockery dealer advertises on dodgers as follows: "China will soon be reduced by the Powers, but, by the powers, I have reduced mine already!"

THE "Six Little Tailors," a Boston firm of clothing makers, all masculine, are heading their street car advertising cards with the legend: "It's easy to fit the easy to fit, but we can fit the hard to fit."

THE Pine Plains (New York) *Register*, in giving an account of the recent hot term, during which "only editors and other pious people were comfortable," said there was absolutely no breeze! "The air was as still as an unadvertised store."

MURPHY, the Brooklyn hatter, uses the following verse in his Myrtle avenue window:

Said A to B as they together sat,
"I wonder where I'll get a stylish hat?"
Said B to A, with a becoming smile,
"Why, Murphy's hats beat all the rest
for style."

THE Campbell's Condensed Soup firm is using fairly good verse now on the elevated car panels. This is one sample of it:

"It gives delight to maid or man,
At picnic or on table;
The good is all inside the can,
Not on a costly label."

THIS is the way "Kleenclose," a washing compound, is advertised in the Newark, N. J., cars:

"For washing clothes with neatness,
And filling them with sweetness,
'Tis the acme of completeness—
What?"

Why, "Kleenclose,"

A BOSTON correspondent writes: While in the office of the *Salem Press*, a Salem printing office, recently, I noticed a file of the "Little Schoolmaster," dating back to March, 1897, all carefully arranged, and pretty well thumbed, showing that it was put to good use and constantly referred to.

THE proprietors of Ramon's Liver Pills and Tonic Pellets supply country postmasters and merchants with pads of scratch paper and pads of wrapping paper. On the back of each sheet is an illustrated ad of the medicines, with testimonials. The medicine people say, "Write for more pads when you have used these."

IN Dutchess County, and probably in other counties along the Hudson river, certain irreverent religious cranks have been lately plastering the rocks and fences with their usual ghostly warnings, like "Repent, or go to Hell." etc. The Poughkeepsie *News-Press* asks, in a sensible article, that this disgraceful practice be stopped.

A HARLEM saloon keeper who makes a speciality of curious "indoor" advertising has several odd cards hung up in his bar. One reads, "Soft drinks for hard cash," and another, "Glasses to suit your taste sold here. For glasses to suit your sight see an optician." A third one reads, "Every sixth drink is on the house. Hurry up and finish your fifth."

HON. JOHN DEWITT WARNER contributes to *Municipal Affairs* an article describing the horrors of outdoor advertising, not only in London, but all over the different countries in Europe. Some of the attempts to cover space—particularly one in London, hiding from one point of view St. Paul's Church—have been interfered with by legal action.

A BOSTON stereopticon advertising company keeps its service interesting and up to date by interspersing the advertising slides with views of current events, such as scenes from the Boer war and different parts of China. The concern has an advantageous location in the heart of the city, with a large clientele, and groups of people are to be seen every evening, at almost any hour, watching the display.

ON Friday, June 1, 1900, the Philadelphia *Record* celebrated its twenty-third anniversary as the pioneer penny newspaper of the country, and on that day it carried more advertising than on any previous one day in its entire history, i. e., one hundred and four columns (330 lines to a column) of paid advertising, or 34,320 lines. A miniature edition of this copy has been issued, which will be sent to any one on application.

THE clever dodge of using one advertiser to boom another advertiser is exemplified at Burwell's Pharmacy, 573 Washington street, Boston. Burwell is booming his own brand of little cigars called "Whispers." In the front window is a huge plaster bust of the patent medicine magnate, Munyon. His jaw is set and grips the half burned stub of a cheroot. Appended below is the placard: "Munyon smokes 'Whispers'!"

THE REQUISITE.

Every man who draws advertising purposes should tack up over his desk these words: Will this design sell goods?—C. Everett Johnson.

CHAMBERSBURG SARCASM.

If you have goods to sell, advertise them. Hire a man with a lampblack kettle and brush to paint your name and number on all the railroad fences. The cars go whizzing by so fast that no one can read them, to be sure, but perhaps the conductor will be obliged enough to stop the train for inquisitive passengers.

Have your card on the hotel register by all means. Strangers stopping at the hotel for the night generally buy a cigar before leaving town, and need some inspiring literary food besides.

If an advertising agent wants to advertise your business in a fancy frame at the depot, pay him about 200 per cent more than it is worth and let him put it there. When a man has three-quarters of a second in which to catch a train he invariably stops to read depot advertisements, and your card might take his eye.

Of course the street thermometer dodge is excellent. When a man's fingers are freezing, or he is puffing, "phewing" at the heat, is the time above all others when he reads a thermometer advertisement.

Print in the blackest ink a great sprawling card on all your wrapping paper. Ladies returning home from a shopping tour like to be a walking bulletin; and, if the ink rubs off and spoils some of their finery, no matter.

Don't fail to advertise in every circus programme. It will help the circus to pay their bills, and the visitors can relieve the tedium of the clown's jokes by looking over your remarks about "ten per cent below cost," etc.

A boy with a big placard on a pole is an interesting object on the street, and lends a dignified air to the establishment. Hire a couple.

Patronizing every agent who shows you an advertising tablet and card, directory, dictionary, or even an advertising Bible, if one is offered at a reasonable price, shows that you know where to invest your money.

But don't think of advertising in a well-established, legitimate newspaper. Not for a moment. Your advertisement would be nicely printed and find its way into the thrifty households of the region.—*Chambersburg (Pa.) Opinion.*

CANNED SALMON.

People ask for canned salmon, and they will keep on asking for canned salmon until some day an enterprising, wide-awake salmon canner wakes up to a realization that the only way in which he can make salmon canning more profitable is to advertise his name and the reliability of the goods he packs. If he takes care that they are reliable, and just as stated on the labels, he will realize the truth of all the foregoing in its effect on price raising.—*Pacific Coast Advertising.*

WHERE PRESUMPTION COMES IN.

Advertising is clearly a profession, requiring talent, labor, time to acquire it, large financial investment to successfully conduct it as a business; and it is presumption in such as have not served long and arduously to claim fitness.—*J. Walter Thompson.*

SALT ADVERTISING.

Salt is universally considered the most common article of food. Good advertisements of salt are hard to find. The Wadsworth Salt Co., Wadsworth, Ohio, is just now pushing a brand called "Granocrystal Salt." Here is one advertisement used:

It is the purest salt on the market, no dirt, no lime, no foreign substance.

It is the whitest salt in the world, a sure indication of its purity.

It is the best salt for butter making, because it possesses the greatest strength.

It is free from lumps, never gets hard nor lumpy.

It is prepared by the very latest processes, from the purest rock crystal to be found in the world.

Granocrystal Salt is not equaled by any other salt in the world.

WORTH REMEMBERING.

Some employers are so parsimonious of praise for deserving employees, on the principle that praise will induce an attack of swelled head, requiring a treatment of increased salary, that they starve out ambition in their most faithful helpers. To a young worker who has done good service, who has secured a beat, collected a bad account or suggested an idea valuable to his employer, a word of appreciation is more exhilarating than wine. The memory of it will outweigh many times the discouraging things of life, and will spur and nourish ambition and good work as nothing else can. A kind, appreciative word costs nothing to express, but it pays large dividends in loyalty, devotion and application.—*Newspaperdom.*

A SUGGESTED TEST.

On a day when some particularly attractive bargains are offered give a free street car ride to and from the store to every purchaser. Advertise it in every paper, and in each paper put a coupon good for two tickets on the lines running to the store. Have the name of the paper in which the coupons appear on the coupon. Tell customers to bring the coupons when they come. Most of them will. Ten cents is worth saving. This will give the minor city retailer a very reliable record of the papers that brought the best returns. No paper should object to such a test.—*C. A. Bates.*

A MATTER OF INSTINCT.

An ad brings business to the advertiser by creating in the mind of the reader an impression favorable to the advertiser and his goods. Just how that favorable impression may best be created—just what means to employ—just what to avoid—how much to say and how much to leave unsaid—these are the things which constitute the art and science of advertising. No man knows them all. In fact, advertising, like any other art, is largely a matter of instinct, of feeling.—*Agricultural Advertising.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

A DVERTISEMENTS for the EVENING POST, Charleston, S.C.

WILL buy county seat weekly. Send samples. F. C. SORRELS, Oregon, Ill.

ADVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—THE EVENING POST.

WANTED—Uncanceled Canadian stamps and printed post cards. JOHNSTON & McFARLANE, 25-27 Park Row Bldg., New York.

ADVERTISING manager wants to make a change for chance to show more ability. Good refs. "CHANGE," care Printers' Ink.

WANTED—To sell at low figure a growing farm property worth double price asked. No better opening in the South for a hustler. E. E. ADAMS, Lebanon, Tenn.

MONEY FOR THE EXPERTS.

We want to establish an agency with each editor in the United States. Address, with stamp SO. EMPLOYMENT AGENCY, Albertville, Ala.

CLASSIFIED advertising man wanted who has had experience in the development of want advertisements in large daily newspaper. State experience and all particulars fully as to past and present work, salary, etc. Address "H. R." P. O. Box 1592, Philadelphia, Pa.

WOULD accept position as adwriter with your firm at \$25 per week and show, by the quality of my work, that it is economy to employ first-class men in adwriting as well as any other profession. I desire a permanent position with a good house, so write me if you are in need of my services. Address "EXPERT," Printers' Ink.

MAILING MACHINES.

THE BEST, a labele, '90 pat., is only \$12. REV ALEX. DICK, 43 Ferguson Ave., Buffalo, N. Y.

ILLUSTRATORS AND ILLUSTRATIONS.
H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

HALFTONES.

PERFECT copper half-tones, 1-col., \$1; larger, 10c per in. THE YOUNGSTOWN ARC EN GRAVING CO., Youngstown, Ohio.

POSTAL CARDS BOUGHT.

IUNCANCELLED printed or addressed postal cards and stamps bought for cash. BURR MANUFACTURING CO., 614 Park Row Bldg., N. Y.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 695 Broadway, N. Y.

ADVERTISEMENT KEYS.

SEND 10 cents and we will send you the simplest, most accurate, most satisfactory method of keying your ads. Saves its cost a hundred times in three months. R. H. RAMSEY ADV. CO., Box 11, Gleneden, Pa.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued June 1, 1900. Price, five dollars. Sent free on receipt of price. GEO. F. ROWELL & CO., 10 Spruce St., New York.

ADVERTISING INSTRUCTION.

\$64.50 is the first week's earnings of one of our many graduates. Learn to write advertisements. Successfully taught by mail. No experiment. Highly indorsed. A profitable, fascinating business. Facts free. THE PAGE-DAVIS CO., 11 Medinah Temple, Chicago.

DAILY PAPERS FOR SALE.

IN Western Pennsylvania at fair figures if bought soon. Gross annual business actual cash receipts, \$27,000. Profit, \$7,000. Place inventory, \$50,000, including perfecting press and Mercenthalers. About \$25,000 necessary. Inquire with reference to financial standing, E. P. HARRIS, 150 Nassau St., New York.

SUPPLIES.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 13 Spruce St., New York. Special prices to cash buyers.

BOOKS.

A POSTAL CARD will get our wine cookery book and price list. If you like good things to eat and drink send for it. C. E. SWEZEY, with Brothard Wine Co., New York City.

"STORE RULES."

FROM CREDIT TO CASH." Just as valuable as before—

10 cents buys either,

20 cents buys both.

CHARLES AUSTIN RATE: Vanderbilt Bldg., New York.

ADDRESSES.

LIVE names, 1,000 ladies' names, 1900 list. Guaranteed, \$1. Other lists, send for prices. CENTURY ADDRESS CO., 8 Campbell Park, Chi'go

CREATE business without expensive newspaper advertising. Use Carter's Classified Addresses. Only house in the world furnishing names not to be found in directories. Have you a remedy for cancer, catarrh, deafness, dyspepsia, kidney troubles, nervous troubles, rheumatism, skin diseases, etc.? Do you want agents to sell your goods from house to house? We have a serviceable portion of classified according to definitions, occupations or conditions. Can address your envelopes or wrappers. Capacity 100,000 daily by expert copyists. Prepared to furnish any class of names, envelopes or wrappers, plain or printed, address the latter and attend to mailing if desired. State specifically what you have to sell, how you want to sell it. We will reply by return mail with full information that will make your business a success.

FRANK R. CARTER, 12 EAST 42d ST., N. Y.

FOR SALE.

FOR SALE—A leading 16-page Southern farm journal located in city of 100,000. Good business. No plant. Fine opening for good man. Excellent location. Will sell cheap or will lease. E. E. ADAMS, Lebanon, Tenn.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

FOR SALE—THE ILLUSTRATED YOUTH AND AGE MAGAZINE, 10c per issue, or high-grade literary magazine published in the South. Would prefer to only sell an interest, if I could be relieved of the business management, and have other interest to look after; hence am overworked. Great opportunity to get an established magazine. Write J. F. Draughon, Nashville, Tenn.

ADVERTISING NOVELTIES.

TRICYCLE wagons for merchants, \$40; lettered to suit. ROADSTER SHOPS, Camden, N. J. FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

NEWSPAPERS seeking a circulation persuader to find our series of portraits of the Presidential candidates. It is the simplest thing that they can get. Cheap enough to be sold at Sunday supplement—good enough to be sold at ten cents each with a coupon. McKinley, Bryan, Roosevelt and Stevenson, each 14½x20½, in the natural colors of life, from the latest and most approved photographs. Price from 1,000 to 10,000 only \$9 per thousand. Discount on larger orders. We also have all sizes of art supplements for Sunday papers and premium pictures for dailies and weeklies, produced on the new multi-color lithographs, the rarest work of which enables us to sell them at half the price of anything ever bought of a similar size and quality. MERRICAN LITHOGRAPHIC CO., Publication Department, 19th St. and 4th Ave., New York.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700-p. list price catalogue free. S. F. MYERS CO., 48-50-52 Maiden Lane, N.Y.

PREMIUMS—If you are using or going to use guitars, mandolins, banjos, violins or any goods of a musical nature send our catalogue and prices. We can give you some valuable suggestions and save you money. A. O. & E. C. HOWE, Manufacturers and Jobbers, 904 Bay State Bldg., Chicago, Ill.

ADVERTISING MEDIA

THIS EVENING POST, Charleston, S.C.

TWIN TERRITORIES, Muskogee, Indian Territory.

TWIN TERRITORIES, Muskogee, Indian Territory.

THE best advertising medium in Charleston, S.C., is THE EVENING POST.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

THIS EVENING POST, of Charleston, S.C., claims the largest local circulation.

THE official journal for all city advertising of Charleston, S.C., is THE EVENING POST.

ADVERTISERS' GUIDE, Newmarket, N.J., 9c. line. Circ'n 4,500. Close 24th. Sample free.

BACK-COVER quarter page, 30,000 circ., \$16.70 12 times, \$180. PATHFINDER, Pathfinder, D.C.

PEACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S.C., is done under contract exclusively in THE EVENING POST.

AWEB perfecting press, linotype machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S.C.

BEST advertising medium in the Middle West is TWIN TERRITORIES. Two years established. Reaches the homes of the prosperous farmers and wealthy cattlemen.

THE monthly calendar blotter is a form of advertising that brings results, and results are what you are after. Send for samples. JOHN T. PALMER, Philadelphia.

PACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Foremost farm home journal. Actual average 5,053 weekly, among wealthy ranchers; growing rapidly; 5c. agate line; no medicine ads.

THE EVENING POST, Charleston, S.C., will publish want advertisements of one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$60; 500 inches, \$80; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and read there by no more than one eighth of the public that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. HOWELL ADVERTISING AGENCY, 10 Spruce St., New York.

PRINTERS.

ADVERTISING papers, 4 pages 6x9 in.; 3 pages illustrated matter, 1 page printed to order; \$1.50 per M up. Samples, 2c. EDW. R. GARDNER, Atlantic, Iowa.

NEWSPAPER BARGAINS.

ONE of the greatest opportunities in New England States—especially a job plant—practical monopoly—profit \$2,500 a year. Must be sold quick. \$3,000, or more, cash required. The first newspaper man who sees the property and appreciates business situations will own it.

Dailies and weeklies in 33 States. Send for my special list. Any reliable properties for sale "David" knows about them. What do you want?

Wanted—by clients—reliable daily and weekly properties in the East and West. C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

ADVERTISEMENT CONSTRUCTORS.

FETCHY ads, 3 for \$1. Sent on approval. Give data. W. B. POWELL, care Sun, N.Y.

ADS \$1 each, booklets \$1 a page. CHAS. A. DE WOOLFOLK, 446 W. Main St., Louisville, Ky.

JED SCARBORO, writer of forceful advertising. Request estimates. 29 Morton St., Brooklyn.

SYDNER & JOHNSON, advertising writers and agents, Woman's Temple, Chicago. Write.

AN attractive cut makes the small ad stick right out from the page. I sell this kind at 16 cents each. Write me about them. CHARLES AUSTIN BATES, Vanderbilt Bldg., New York.

I'LL do it all, write and design your booklet or circular, illustrate it and print, bind and deliver the job complete, equal to any concern in the country with a price attached 25 per cent below all others. I'll write your newspaper ads too, \$1.50 per month, one ad per week. Samples mailed. Better write. GREENE THE ADMAN, Oil City, Pa.

JEWEVERS AND OPTICIANS—I want to hear from retail jewelers and opticians who can see the wisdom of paying a fair price for specially written and attractively illustrated newspaper advertisements.

Excellent cuts, with or without text matter. Logical, readable text matter, with or without cuts.

Editorial service. Write for full particulars. And please mention PRINTERS' INK.

HOLLIS CORBIN,
235 Broadway, New York City.

DOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

ISELL syndicate cuts for retail ads at 16c. each. I sell \$2 ads and \$2 cuts for \$18.

I prepare these ads and cuts for every important branch of business.

I give the merchant the privilege of selecting what he pays for.

I send 20 bright, crisp, business-pulling ads for you to choose.

If he does his own choosing he is bound to be satisfied.

There are 2,500 satisfied merchants using my service.

I send proofs of 20 cuts of new and attractive design.

The merchant orders from these proofs and pays for just what he orders.

I do not keep these cuts in stock. I have not a lot of old ones on hand that I want to work off. Every order I receive is turned over to my electric typewriter, who makes them up new.

I have not told you all there is to tell about this service.

Write me just a postal.

CHARLES AUSTIN BATES,

Vanderbilt Building,
New York.



Cut a Piece Out of Your Dollar

and put it away in THE RICHLAND SAVINGS BANK. Make it a rule of your life not to let every solitary cent of your earnings get away from you every week. There are young men hereabouts who are paid off Saturday nights and are always penniless on Wednesday or Thursday of the ensuing week. They make more than their needs call for, but can't carry money around in their pockets. Somehow it "goes." Put a little every week in our savings bank and it will "stay" and accumulate. Commercial accounts solicited



To Provide for the Future

is the duty of every young married man. A young couple who start their matrimonial voyage on the sea of happiness by resolving rigidly to live within their income and lay aside a moiety for the future, stand little danger of financial shipwreck. You can open a Savings Bank account with only \$1.00 at

RICHLAND SAVINGS BANK,

Commercial and Savings.



See that Your Money

is in a good Savings Bank. One in which you have confidence.

There is a sense of security in the possession of a Savings Bank Book which makes its possessor much more able to confront the difficulties of life with the calm and steady purpose to succeed. We pay interest on Savings deposits.

RICHLAND SAVINGS BANK,

Commercial and Savings.

SOME SAMPLE SAVINGS BANK ADVERTISEMENTS FROM THE "BANKERS' REVIEW" (DETROIT) FOR JULY.

MUSIC TO WARD.

Extracts from street car poetry are popularly quoted to some extent. A young lady introduced a doctor, named Brown, in this way: "This lean M. D. is Dr. Brown."

This doctor weighed 210 pounds and stood but five feet five in his stockings. The laugh that followed, would have been music to the ears of Mr. Artemus Ward, of Sapolio fame.—*Mail Order Journal*.



Twenty Insertions Gratis

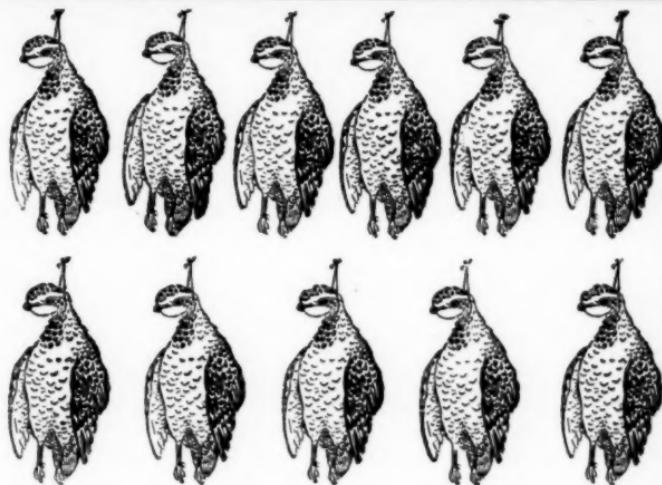
An advertisement contracted for to appear in PRINTERS' INK for the year 1901 will be inserted

FREE

in all the remaining issues of 1900.

Address

PRINTERS' INK,
10 Spruce Street, - - - New York.



Avaling itself of the offer put forth in PRINTERS' INK of July 25th, *The Hardware Dealers' Magazine* of New York City secures twenty-one quails, having given an order July 27th for two lines' space to be inserted in PRINTERS' INK as a classified advertisement for the year 1901, at a cost of \$20.

In consideration of this order, *The Hardware Dealers' Magazine* becomes entitled to free insertions of its advertisement for the balance of 1900—twenty-one in all.

Metaphorically speaking, *The Hardware Dealers' Magazine* may be said to have bagged twenty-one quails at no cost.

It is the first order and the season is now open.



PRINTERS' INK.
A JOURNAL FOR ADVERTISERS.
Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

If a publisher has no place, it is always possible to issue a new edition of five thousand copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of adver. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and
Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE ST.
LONDON AGENT, F. W. SEARS, 50-52 LUD-
GATE HILL, E. C.

NEW YORK, AUG. 8, 1900.

IN the English periodical, called *The Poster*, Mr. C. Hiatt makes the following interesting distinctions:

Poster designers may be divided into four classes—those who achieve art and advertisement; those who achieve art and not advertisement; those who achieve advertisement without art; and those who achieve neither one or the other. To the first belong a few, to the second none, to the third many, and the number of the fourth is legion.

EVERY great and commanding movement in the annals of the world is the triumph of some enthusiasm. Nothing great was ever achieved without it.—Emerson.

Every advertisement should breathe forth the confidence and enthusiasm of the advertiser in the article or service he is presenting to the public. How to inculcate this quality into one's announcements is one of the mysteries of the art. Half the battle is fought, however, when the advertiser's own enthusiasm flows over. The hardest thing to do is to make others believe something in which one himself has no confidence.

THE New York *Evening Post* becomes emotional over the people who read advertisements from a sympathetic interest, lacking the money to purchase the articles advertised, and consoling themselves by thinking of all they would buy if they had the money. It says that business announcements thus do a great deal of good in the world, whereof the advertisers themselves never dream.

THE Charleston (W. Va.) *Gazette* thinks that Gov. Roosevelt could give the following testimonial:

Constant advertising is the road to notoriety. What I am I owe to printer's ink.—T. Roosevelt.

PRINTERS' INK offers a sterling silver sugar bowl, suitably inscribed, to the weekly giving advertisers the best service in proportion to the price charged. The prize will be awarded after giving due consideration to every claim put forward. Every weekly that believes itself eligible in this connection is invited to set forth the facts in a letter to the editor of PRINTERS' INK. It is the present intention to print all such letters having the shadow of an excuse for their existence in the columns of PRINTERS' INK.

THE Century Company publishes a book by Mr. Theo. L. De Vinne, which he calls "The Practice of Typography: A Treatise on the Processes of Typemaking, the Point System, the Names, Sizes and Prices of Plain Printing Types." It appears to be an effort, and a notably successful one, to present to the layman reader the interesting facts connected with the subject. The advertiser who studies it will not regret having devoted time to the subject; and he may, besides, be the recipient of some valuable suggestions.

IN the July *Century* Pears' Soap prints two letters. This one is written by a Yokohama lady:

I do not think that Pears' Soap is in need of any further advertising. I have traveled in every part of the globe, and it seems to me I have seen its advertisements and heard of it in the smallest places. In my own family I have used it for eleven years, and never want any soap to take its place.

And the one that follows by a reader in the American metropolis:

You may be interested to know that although I have seen the advertisements of Pears' Soap for a long time, I had never used it until I saw the January *Century* advertisement, which influenced me to try it. Since that time I have come to believe that Pears' is altogether the most satisfactory soap in existence.

The letters point their own moral—the necessity of "keeping everlastingly at it" in advertising.

THE "special agents" do not appear to be playing as great a part in the world of advertising as they did some years ago. One hears and sees less of them. It has been predicted, with how much precision we would not care to express our opinion, that the present tendency of advertisers and advertising agents to deal direct with newspapers will constantly grow, and that, as it does so, the necessity for the "special" will disappear more and more. It seems, however, that newspapers will always find it desirable to have some one on the scene to present their claims as advertising media, if not to solicit business. But even this apparent indispensability may be obviated by putting forth the claims in question in the advertising pages of publications like *PRINTERS' INK* and its "babies," read by advertisers with a closeness which only the book of books secured in earlier days.

MR. EDWARD S. ELLIS, of West Point, is said to have inaugurated the era of successful dime novels by the publication of one called "Seth Jones." In a recent interview, Mr. Ellis explained how "Seth Jones" was advertised:

All of a sudden all over the country there broke out a rush of posters, dodgers and painted inscriptions demanding to know "Who is Seth Jones?" Everywhere you went this query met you. It glared at you in staring letters on the sidewalks. It came fluttering in to you on little dodgers thrust by the handful into the Broadway stages, which ran in those days. In the country, the trees, the rocks and the sides and roofs of barns all clamored with stentorian demands to know who Seth Jones was. It got to be a catch-word, and a joke of the day. The theaters and the traveling shows took it up and billed announcements that the identity of the mysterious Seth would be revealed to all the favored ones who attended their entertainments. It got to be like the absurd "*as tu vu Lambert?*" which was so long one of the popular fooleries of Paris. And just when it had begun to be a weariness and one of the burdens of life, when the reaction set in and people began to say "Damn Seth Jones," then it was that a new rush of decorations broke out all over the country. This was in the form of big and little posters bearing a lithographic portrait of a stalwart, heroic-looking hunter of the Fenimore Cooper type, coon-skin cap, rifle and all. And above or below this imposing figure, in large type, were the words: "I am Seth Jones."

THE announcements of the Asheville College in the magazines are well calculated to make a normal girl long for a course at that institution.

A CORRESPONDENT writes that the most advertised thing in the advertising world to-day is advertising itself. In every mail the business man receives arguments and statements as to the value of using space in newspapers, circulars and posters; every day advertising solicitors set before him the ease with which money has been made, or may be made, by appealing to the public through their respective media. This "hammering away" has had its effect in making the claims of advertising universally acknowledged.

IN Success for August Mr. Wanamaker is interviewed. The following extracts are interesting as indicating his views on the small and the large store:

When I asked him whether the small tradesman has any "show" to-day against the great department stores, he said :

"All of the great stores were small at one time. Small stores will keep on developing into big ones. You wouldn't expect a man to put an iron band around his business in order to prevent expansion, would you? There are, according to statistics, a greater number of prosperous small stores in the city than ever before. What better proof do you want?

"The department store is a natural product, evolved from conditions that exist as a result of fixed trade laws. Executive capacity, combined with command of capital, finds opportunity in these conditions, which are harmonious with the irresistible determination of the producer to meet the consumer directly, and of merchandise to find distribution along the lines of least resistance. Reduced prices stimulate consumption and increase employment, and it is sound opinion that the increased employment created by the department stores goes to women without curtailing that of men. In general it may be stated that large retail stores have shortened the hours of labor, and by systematic discipline have made it lighter. The small store is harder upon the salesperson and clerk. The effects upon the character and capacity of the employees are good. A well-ordered, modern retail store is a means of education in spelling, English language, system and method. Thus it becomes to the ambitious and serious employees, in a small way, a university, in which character is broadened by intelligent instruction practically applied."

A GOOD WORD.

Office of "THE DAILY IOWA CAPITAL."
DES MOINES, Iowa, July 26, 1900.
Editor of PRINTERS' INK:

I do not want to be all the time finding fault with PRINTERS' INK in regard to the *Capital*. Speaking of the Directory ratings you say in your issue of July 25th, in almost the exact language that you have used heretofore, "There can be no doubt as to the *Leader* and the *News*. Their figures are given in detail and no one impugns their correctness." Why do you not include the *Capital*? We have furnished complete statements every year and for your quarterly publications. This is your second offense. Our circulation for every month of this year has been running either 12,000 or 13,000. Our circulation is not disputed by any intelligent person in this city or State.

You misquote the subscription price of the papers. The *Capital* is \$3.00 per year by mail and ten cents a week in the city. The *News* is \$3.00 per year in the city and \$1.00 per year by mail. Your statement would indicate that the *Capital* and the *News* had the same subscription price. The *Capital* is a high-grade newspaper, ambitious to build up a circulation on the merits of the paper instead of a low price. We publish a larger amount of city advertising than any other daily paper here.

All I ask is that PRINTERS' INK and Rowell's Directory shall treat the *Capital* fairly and not cast a doubt on our circulation statements. You have nothing but the word of the other publishers sworn to, and why is not mine as good as theirs?

Yours respectfully,

L. YOUNG, Editor.

The *Daily Iowa Capital* should certainly have been included in that sentence wherein the *Leader* and *News* are mentioned as Des Moines newspapers regarding the correctness of whose circulation statements there can be no doubt. A little lower in the same article it is stated that the "*Capital* has made a creditable showing for several years past," and it is believed that no reader of the Little Schoolmaster will take it that there was any intention to impugn that newspaper's circulation statements. So far as PRINTERS' INK knows, the word of the *Capital* people is as good as any other word on God's footstool—[EDITOR PRINTERS' INK.]

THE CAXTON CAVEAT, a monthly publication issued at 334 Dearborn street, Chicago, and devoted to advertising from the publisher's standpoint, contains a large number of advertisements of newspapers for sale.

FROM THE POSTOFFICE DEPARTMENT.

According to a ruling of the postmaster-general, the proper department of the postoffice administration has to give publishers information about the weight of papers that go through the mail. The Cleveland *World* was refused a statement of the weight of each of the daily papers of Cleveland, that were forwarded by mail during 1899. The head of the branch of the service claimed that such statement would lead to protests of publishers, although it is difficult to understand why there should be objection to the publication of the simple facts relative to postage paid by any publication. The matter was carried to the postmaster-general and a ruling in favor of giving out such statements was obtained. The ruling of the postmaster-general is of great moment to mail-order advertisers. It will enable them to find out the actual circulation of many a publication that circulates through the mails only. Of course, the authorities in Washington will not furnish information to everybody, but advertisers applying to their congressmen to procure such statistics will easily secure such. In fact, one advertiser in Indiana has recently done so and has learned that a New York monthly claiming a circulation of 350,000 and charging \$1.50 per line, had never sent out more than eleven thousand copies by mail.—*Mail Order Journal, Chicago.*

THE MERCHANT'S TALK.

A bright business man had an unused room, and he fitted it with chairs and made it comfortable. Here he had a good talker who told about the best things in stock and told about popular goods and why they were popular. His novel business lectures were approved by the people, and his "talker" usually had a crowded room. In the course of an afternoon talk, the ladies were able to find out all about the goods of the season. This man's trade grew to such an extent that he couldn't spare the room any more for the "lecturer," so he had the matter reduced to writing each day, and published it in the daily paper. It gave him a larger audience and the interest was increased.—*Advertising World.*

ADVERTISING primarily consists in letting a lot of people know you are in existence and what excuse you have for it.—*Bates*

CIRCULATION AND OTHER PUZZLES.

Some questions that tend to make the editor of the American Newspaper Directory prematurely gray.

THE CASE OF THE "JEWELERS' REVIEW."

The two letters printed below will serve as an introduction to an interesting case:

Office of "THE JEWELERS' REVIEW."
NEW YORK, July 14, 1900.

Geo. P. Rowell & Co.:

GENTLEMEN—In PRINTERS' INK, issue of March 14, 1900, appeared the following: "In the June, 1900, issue of the American Newspaper Directory the Jewelers' Review, of New York City, will be rated as having had an average circulation during 1899 of 7,588 copies per issue. The Review's report came a day too late for the March Directory, and the Review management has been worrying about it ever since."

Under date of February 9, 1900, we made out a "statement of circulation," and to be sure that we complied with each and every requirement of the American Newspaper Directory we delivered this statement of circulation in person to the editor of the American Newspaper Directory on February 10, 1900. At that time the Directory editor stated that every requirement of the Directory had been adhered to, and assured our representative that we would receive a circulation rating in the June, 1900, Directory in Arabic figures. On page 714 of the American Newspaper Directory for June, 1900, the Jewelers' Review was rated thus: "In 1899 F (! !)." F we find, under your letter ratings, to signify "Exceeding 7,500." (! !) we find means "The general advertiser ought to make himself well acquainted with the merits of this publication before contracting with it for advertising space."

On June 27, our representative called upon Mr. P. M. Ayvad personally, who we are told is the editor of the American Newspaper Directory, and asked for an explanation, which it was not possible to obtain. We should like to have you kindly furnish us with an explanation and should be pleased to receive this before August 1.

Yours very truly,

THE JEWELERS' REVIEW.
Per Thomas Jacob.

NEW YORK, July 18, 1900.
Publishers of "Jewelers' Review," 170 Broadway, New York:

Answering your letter of July 14, the reason why the double exclamation marks were made to follow the circulation rating accorded to your paper in the June issue of the American Newspaper Directory is to be found in the notorious irregularities discovered to

exist in the issue and in the reports of the issue of the Jewelers' Review for several years preceding the present year.

We are, your obedient servants,

GEO. P. ROWELL & CO.
Publishers of the American Newspaper Directory.

PRINTERS' INK, attempting to revise this case, took every note of the paragraph on the inside of the first cover of the Directory which is supposed to guide the Directory editor and which reads:

Every publication, from which a signed and dated yearly circulation report was received, showing the average issue to have been at least 1,000 copies, has a circulation rating in Arabic figures. These figures represent the number of copies printed, if not otherwise specified in this book.

To PRINTERS' INK it appeared that the Directory editor had ignored his own rule in the case of the Jewelers' Review. To this decision the Directory man was induced to accede. In his issue for September he will accord the Jewelers' Review the actual figures of circulation claimed, viz.: 7,588 copies, and will continue the two exclamation points which indicate that:

The general advertiser ought to make himself well acquainted with the merits of this publication before contracting with it for advertising space.

The need of these cautionary points for the "general" advertiser is found in the wide variation of the issues of the paper during 1899, ranging from 10,248 copies in February to 1,997 copies in December, while the average issue for 1898 was believed to be less than 1,000 copies, and to the fact that the publication in previous years had sometimes ceased publication for considerable periods and had generally been open to the suspicion that a wide variation existed between its actual output and the impression concerning it conveyed in communications emanating from the office.

The discussion of the case led

to the adoption by the Directory of the following rule:

In a case like that of the *Jewelers' Review* discussed to-day, referring to the circulation report from that paper published February 9, 1900, the usage would be to give the paper the circulation rating in Arabic figures 7,588, following the Arabic figures by the two interjection marks. In all such cases, in transferring this paper to Part II, the figures should be omitted and be replaced by the double interjection marks.

COPIES SOLD VS. COPIES PRINTED.

Office of
"NEWARK EVENING NEWS."
NEWARK, N. J., July 27, 1900.

Publishers of PRINTERS' INK:

In glancing over the columns of the last issue, on page 50 I notice a review of the prominent newspapers of New Jersey, and in reading that part of it which concerns the newspapers of this city I perceive that the *Evening News* is thoroughly damned with faint praise, while the *Daily Advertiser* is accorded commendation and a position which it in no way deserves.

You say that "the *Evening News* appears to be first in order," etc., and that "it has an every-day issue of over 40,000 copies, nearly twice that of any other daily in the State." You must know perfectly well that there is no daily paper in this State that has one-third the circulation of the *News*, which is now 42,000 copies per day, subject to the verification or the inspection of any man at any time.

With reference to the *Daily Advertiser* you are more categorical and still further from the truth. You state with wonderful perception and accuracy that the circulation of the daily is 21,015, when I know perfectly well, and you ought to know, that the sold daily issue of the *Advertiser* does not exceed 7,500 copies. You say further that the *Advertiser* was for many years the leading daily of the State, and I beg to assure you that it is ten years since the *Daily Advertiser* had any reasonable pretensions to such a position, and that now, at the present time, its circulation is not one-half that of the *Jersey City Journal*, nor its influence equal by any means to that of the latter paper.

The evident partiality and friendliness that you show to the *Advertiser* certainly seems to demand some explanation at your hands. In any other business we should be utterly indifferent as to how our competitors were quoted, but in the newspaper business it is of vital importance that truth should prevail in the matter of circulation. If, owing to your commendation in this article, an advertiser proposes to try Newark through the *Daily Advertiser* and discovers no adequate return in proportion to the circulation quoted, he is apt to withdraw his business entirely from this town, and thereby we may become possible losers.

You, sir, have known us for years, and if you know anything at all of the newspaper business (which, of course, you do) you must be assured that the *News* is conducted on the highest plane of newspaper ethics, and we are disappointed and annoyed at the position your publication has taken in the matter.

* * * * *

Yours very truly, W. H. HOWELLS.

All that is said above concerning the Newark *News* is true. The ref-

erence to the Jersey City *Journal* is not more complimentary than that paper deserves, for it has long been known as one of the squarest, cleanest and most businesslike publications of New Jersey, or of the United States. The reference to the Newark *Advertiser* has a loophole in it with which the editor of the Directory confesses himself as hardly able to deal. It is not charged that the *Advertiser* did not print an average issue of 21,015 copies daily throughout the year 1899, but that the "sold daily issue of the *Advertiser* does not (now) exceed 7,500 copies." The Directory editor has thus far in his experience found it advisable to limit his efforts to a report of the number of complete perfect copies printed, deeming that the circulation, and regarding the disposition of the copies as having a bearing only upon the *quality or character* of the circulation. On this point the Directory editor is prepared to revise his decision whenever he can be made to see that it is not what it ought to be.

JEWISH NEWSPAPERS.

Office of
"THE JEWISH DAILY NEWS."
NEW YORK, July 9, 1900.
Pubs. "Printers' Ink" and American
Newspaper Directory :

DEAR SIRS—We have the proof-sheets of your Directory showing us how you intend to classify us in your next issue. Immediately above we find the *Jewish Aden-Post* with a rating "C," which gives them a circulation exceeding 20,000, and immediately below us, we find the *Jewish Herald*, which is given an actual average of 31,706.

Now we want to know what earthly good it does us to give you a bona fide statement and throw our books open for investigation at any time if we cannot have protection from fakirs. You will remember that when we challenged Ripans Chemical Co. to investigate our circulation, you thought it was a "bluff," and sent one of your men to "call" it; the result was that your man reported to you that he had been permitted to make as thorough an investigation as he liked, and found that our figures, as given, were absolutely correct.

You are rating our paper 32,904; very good. But what is this rating to us if you don't investigate the circulation of the other two papers that we have mentioned here? We might raise our circulation figures honestly, because we are nearer 40,000 than we are 32,000. But if our advertisers will believe our figures as given in the book we will be satisfied for the present.

We are waiting for another opportunity for an investigation and then claim 36,000. But all this amounts to

nothing, if the Jewish *Abend-Post* and Jewish *Herald*, which combined have not a circulation of 25,000, can come in and show a circulation of 51,000. Have you investigated their figures? Yours is the most reliable newspaper directory in the world; even state departments rely upon your figures. Are you willing that your Directory should become a vehicle for misinformation?

We challenge the figures of these two papers and back our challenge with cash. We can show from statements of hundreds of newsdealers in this city that they have not one-half of our city circulation, nor one-tenth of our country circulation.

We denounce the figures of these two papers as fraudulent, and we demand in justice to ourselves and in justice to those who rely upon your Directory that you shall cause an immediate investigation without previous notice to the publishers of these two papers. We wish only to warn your man against indicators that count two instead of one; then your man being fully prepared for this trick, we are willing to abide by the result of his investigation. Otherwise, we shall have to be skeptical of the value of your Directory. Very truly yours,

SARASOHN & SON.

The editor of the *Jewish Daily News* is right. He furnishes a circulation statement to the Directory in the form satisfactory to the editor of the said Directory. When the Directory editor finds it difficult to believe that the *Jewish Daily News* actually does print so many copies as are set down in the circulation statement the managers of the *Jewish Daily News* without a moment's hesitation place at the command of the editor of the Directory every needed facility to learn whether the circulation statement is true or false. Proceeding to make the examination the Directory editor, through his representative, finds that the *Jewish Daily News* has every facility for producing as many papers as they claim to issue, and that they do in fact issue and sell as many as they claim. This being as stated, the editor of the Directory, on the representations made in the above letter, has addressed the following communications to the papers concerned:

NEW YORK, July 16, 1900.
Publisher of "Jewish Abend-Post,"
New York:

DEAR SIR—We have on file at this office a circulation statement from you covering eleven months of the year 1899, and showing the actual daily average of the *Jewish Abend-Post* to have been 23,417 for that period.

We are particularly anxious that the

accuracy of the circulation rating given your paper in the March and June Directory for 1900 shall be established beyond question. In order that it may be so, we will cause the correctness of the circulation statement you have furnished to be verified by a special examination, provided you will place at our disposal the necessary facilities. The verification, if one is permitted, will be conducted without cost to yourselves.

If this proposal is acceptable to you, we will send a representative for that purpose at an early day.

Trusting you will favor us, we are,
Your obedient servants,
THE AMERICAN NEWSPAPER DIRECTORY.

By P. M. Ayvad.

NEW YORK, July 16, 1900.
Publisher of "Jewish Herald," 132
Canal street, New York:

DEAR SIR—We have on file at this office two circulation statements from you covering the years 1898 and 1899, and showing the actual daily average of the *Jewish Herald* for these years to have been 27,687 and 31,706 respectively.

We are particularly anxious that the accuracy of the circulation rating given your paper in the 1899 and 1900 issues of the Directory shall be established beyond question. In order that it may be so we will cause the correctness of the circulation statement you have furnished to be verified by a special examination, provided you will place at our disposal the necessary facilities. The verification, if one is permitted, will be conducted without cost to yourselves.

If this proposal is acceptable to you we will send a representative for that purpose at an early day.

Trusting you will favor us, we are,
Your obedient servants,
THE AMERICAN NEWSPAPER DIRECTORY.

By P. M. Ayvad.

According to the rules of the Directory there will be attached the marks ##### to the ratings of the *Jewish Abendpost* and *Jewish Herald* in the next edition of the Directory unless the publishers of these papers before the next edition of the Directory goes to press express their willingness to allow a verification of their circulation figures. The signs ##### above referred to, when applied to a circulation rating in the American Newspaper Directory, indicate that:

The editor of the American Newspaper Directory has offered to verify the correctness of a circulation statement furnished by this paper, provided the publisher of the paper would agree to place the necessary facilities at his disposal. It was stipulated that the verification should be without cost to the publisher of the paper, but to this offer the publisher's response was not such as to entirely remove the impression of doubt that has been cast on the accuracy of the statement furnished.

THE ACTUAL OUTPUT UNDISCOVERED.

Office of "THE EVENING POST."
CHARLESTON, S. C., July 26, 1900.

The Editor American Newspaper Directory:

Failing to comply with your regulations, we would have no cause for complaint if you ignored the existence of the *Evening Post*, or made no estimate of its circulation and standing, but your liberty in making such an estimate, we feel, justifies us in calling to your attention certain facts, which of themselves show that you do us injustice in your estimate. You state in the issue of PRINTERS' INK, July 25th, that there are only two papers in South Carolina which "get credit for actual average issues of more than two thousand copies." The *Evening Post* is not one of them. Yet in the same issue of PRINTERS' INK are the following advertisements, the accuracy of which we do not suppose any one can doubt:

THE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in THE EVENING POST.

A WEB perfecting press, linotype machines and a building of its own in evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

As a newspaper expert, you know that it is folly to suppose that in a city the size of Charleston the advertising for all the departments of the city would be done in a daily newspaper of less than 2,000 circulation. As a newspaper expert, you appreciate the greater absurdity of a daily newspaper of less than 2,000 circulation operating a perfecting press, printing 10,000 papers an hour, and a battery of linotype machines. Messrs. Hoe & Co. can inform you as to speed of press.

As to the class of reportorial work done by the *Evening Post*, we would submit the following complimentary letter from members of the National Educational Association (membership about 15,000) which recently met in our city:

CHARLESTON, S. C., July 13, 1900.

Editor EVENING POST—Sir: We, the undersigned active members of the National Educational Association, desire to express our very great appreciation of the accuracy and fidelity of the reportorial staff of your paper relative to the reports of our association. They have been by far the best reports that the association has ever known. We have been very charmed with the manner in which you have treated the national press, and in the hasty and crude manner we desire to express, individually and collectively, our thanks for the services that you have rendered us and our association.

Very respectfully,

Frank A. Fitzpatrick, Boston,
Gertrude Edmond, Massachusetts,
A. S. Downing, New York,
E. O. Lyte, Pennsylvania,
J. A. Greene, New York,
George J. Pease, Virginia,
D. F. Fulton, Mississippi,
N. M. Butler, New York,
J. H. Phillips, Alabama,
O. H. Cooper, Texas.
L. C. Greenlee, Colorado.

Now, as a newspaper expert, we submit these things for your consideration and ask: Is it just to estimate our circulation at all if it is estimated at less than 2,000, or vice versa?

Our reasons for not furnishing you with a detailed report are not numerous, but we think them sufficient. At any rate, they do not enter into or affect the position taken by us.

Respectfully, F. H. McMaster.

The description of the *Post* in the June issue of the *Directory* is as follows:

EVENING POST; every evening except Sunday; democratic; eight pages 15x22; subscription \$5; established 1894; T. R. War-

ing, editor; The Evening Post Publishing Co., publishers; F. H. McMaster, manager.
Circulation: In 1896, "1,000." In 1897, 1,200.
In 1898, 2,100. In 1899, 2,100.

The Z ratings for 1897-8-9 indicate an unwillingness on the part of the publisher to allow the actual facts to be known about the number of copies he prints, and a possible desire to convey an impression that he prints more than he does. The above letter, taken in connection with reports previously received, seems to entitle the paper to the double interrogation marks (?) attached to its rating, which are explained as follows:

(?) This sign is mainly applied in cases where a publisher expresses himself as dissatisfied with the rating accorded, but unwilling to convey information that will warrant a higher rating. A complimentary copy of the *American Newspaper Directory* will be presented to the first person who will prove that this publication is entitled to a higher circulation rating than is here accorded.

The editor of the *Directory* thinks, considering the great care exercised by Mr. McMaster, the manager, to refrain from conveying any actual information about his issue, that it is, in fact, smaller than anybody would be led to believe who looked only to the facilities possessed and the importance of the city where published. It is wonderful with what small issues some excellent papers do get along.

GRACEFUL RECOGNITION OF ASSISTANCE.

As the season for county fairs approaches, the newspapers will be called upon to contribute space galore in boozing these exhibitions, in return for which they will receive a few tickets of admission and, perhaps, a meager share of advertising. If due recognition of contributed publicity were to be accorded the newspapers, it could well take the form of a liberal supply of the tickets distributed last year by a certain fair association, which bore this acknowledgment along with an extension of privileges:

"This ticket probably has been paid for ten times over by the paper to which it is issued. It will be honored in the hands of any man, woman, or child—white, black, red or yellow—who favors the association by presenting it. It is good for entrance and grand-stand, and the bearer, if driving, will be entitled to pass a team free. The association recognizes the fact that its splendid success is owing largely, if not wholly, to the notices so freely given by the press, and, while we cannot render an equivalent in cash, we return our grateful thanks."—*Newspaperdom*.

TOO OFTEN FORGOTTEN.

People are not going to injure their eyes reading ads set in "diamond" type nor carry a magnifying glass to read them.—*Mail Order Journal*.

THE PERCENTAGE OF ADVERTISEMENTS.

Wilcox on the American Newspaper, which devotes itself to the classes of matter that appear in our dailies. Much is given space of no particular interest to readers of PRINTERS' INK, but the table herewith appears worthy of preservation. It gives, first, the percentage of space the advertisements occupy in the dailies in each news center, and then indicates the size of the divisions of advertisements into which this percentage is divided.

INDECENT ADVERTISING PROHIBITED.

A Snyder (N. S. W.) correspondent notes that the Victorian Legislature passed the "Indecent Advertisements Act," otherwise named "The Crimes Act, 1900," in February. Its provisions are far-reaching and the penalties heavy. It behoves firms in the United States who put up patent and proprietary medicines and pills to note that no picture, advertisement or any printed or written matter in the nature of an advertisement * * * which refers or relates to certain diseases will be allowed as a label or wrapper advertisement. Any pharmacist selling a bottle of stuff or box of pills with a label or wrapper bearing any of the prohibited words is liable to a fine of \$50 for the first offense and \$250 for a second offense. The pharmacists wish this information made known in America. Similar acts are in force in New Zealand and South Australia.—*Caxton Careat*.

CONDENSATION MORE DIFFICULT.

Although all writers do not possess the faculty of condensation, yet all recognize the ease with which a story is spun out in contrast with the time required to "write down" an article.

It is related of Dr. John Wood, who wielded a ready pencil for the *New York Sun* more than a score of years ago, that when asked by the editor-in-chief how long it would take him to furnish an article on a certain subject, he replied:

"Give me a column and a half and I can do it in an hour and a half."

"But we can't give you so much space," said the editor-in-chief, testily; "make it half a column."

"In that case," replied Dr. Wood.
"I shall require two hours and a half."
—Newspaperdom.

A DIFFICULTY

The trouble with the magazine proposition, as a whole, is that circulation statements can very rarely be relied upon. Instead of coming right out with a clear statement of circulation and the proof thereof, most magazine publishers seem to devote a great deal of energy to ingenious methods of causing the advertiser to believe that he is given more publicity than he really gets.—*Secrets of the Mail Order Trade.*

	NEWS CENTERS.														
	New York.			Boston.			Philadelphia.			Chicago.			Baltimore and Washington.		
													Pittsburg.		
													St. Louis.		
													Cincinnati.		
													Minneapolis and St. Paul.		
													Kansas City.		
													Louisville.		
													San Francisco.		
													Buffalo.		
													Cleveland.		
													Indianapolis.		
													Omaha.		
													Detroit.		
													Milwaukee.		
													Rochester.		
													New Orleans.		
													Denver.		
													General Average.		
V. Advertisements	29.9	30.8	28.6	34.5	35.8	37.7	30.2	29.0	29.5	27.6	30.7	35.1	43.1	39.4	34.5
a. Want	5.1	5.5	6.0	5.5	5.5	4.6	6.0	7.3	4.5	4.1	3.4	2.9	4.5	3.4	7.0
b. Retail	10.8	11.8	12.1	16.1	13.3	24.4	8.6	9.7	9.8	19.7	5.4	21.0	15.7	9.3	14.8
c. Medical	2.2	3.5	4.5	4.0	4.3	5.6	5.2	5.3	5.9	3.4	3.6	4.4	3.9	5.3	3.5
d. Political and legal	2.8	.8	.5	.9	1.1	3.3	1.4	3.7	.9	1.1	6.3	3.0	10.0	4.3	2.0
e. Miscellaneous	7.4	7.3	7.5	7.6	10.6	5.1	6.7	3.9	4.3	3.0	4.1	10.0	6.2	4.3	1.0
f. Self	1.9	1.0	1.2	.5	1.3	1.8	1.7	1.4	1.7	1.6	1.0	1.5	2.4	1.9	1.0

In the *Annals of the American Academy* (Philadelphia) for July appears an article by Delos F.

BRIAR BUSH VERSE.

The Razorine Mfg. Company, of New York, advertise in Europe a "One Night Corn Cure." Recently a Dundee correspondent who had been cured sent them the following verses with the suggestion that they be used in advertisements:

I suffered lang wi' corny feet,
Could hardly walk along the street,
Truth I declare;
My weicht upon ilk tortorin' corn
Aft made me wish I'd ne'er been born,
They were sae sair.
But ae fine day I chanced to stop
At window o' a druggist's shop;
These words sublime
I read for a' I had endured
My corns for certain could be cured
In ae nicht's time.

I dandered in an' bought a box,
Believe me, frien's, this is nae hox,
I scorn to lee.
A' ye who suffer like mysel,
Tak' my advice an' gie't a trial;
An' glad ye'll be.

THE ROPER BARD.

TRADE-MARKS IN ECUADOR.

A new trade-mark law has been promulgated in Ecuador. Previously there had been no special law in this republic relating to this subject. The law contains the provisions usual in other republics of South America, which are that applicants must present a petition descriptive of the mark and state the class of goods to which it is intended to be applied. If resident abroad, they must send a power of attorney to some agent in the country, duly attested by a notary public and legalized by an Ecuadorian consul. Three copies of the mark must be sent. The petition will be published in the Registro Official of Ecuador. Fees of 25 sucres (\$10.00), besides certain stamps, must be paid. No term is mentioned over which protection is given, and it may be assumed that the right to the use of a trade-mark in Ecuador exists for as long as the owner continues in business.—*Bicycling World*.

THE ABUSE OF WHITE SPACE.

White space, properly handled in proper quantities, is a mighty good thing. It is one of the most powerful methods of display that can be employed. But it can be easily abused. It can be easily made worse than useless.—*New England Grocer*.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$25 a line. No display other than 2 line initial letter. Must be handed in one week in advance.

CONNECTICUT.

THE DAY, New London, prints 4,700 copies daily average. It fills the entire field. Has no rival whatever.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

PRINTERS' INK.

ILLINOIS.

CONKEY'S HOME JOURNAL excels as a medium for interesting a good class of people in the smaller towns. Our subscribers own pianos or organs—the sign of a refined and well-to-do home—and are naturally mail order buyers. 150,000 at 60 per cent flat. W. S. CONKEY CO., Chicago, Illinois.

MAINE.

WE have had one letter from an advertiser who said he saw these advertisements of ours in this column. That shows they are read. We hope before our year is out to land two or three big contracts. THE COURIER-GAZETTE, Rockland, Me. (See Rowell's.)

CANADA.

CANADIAN ADVERTISING is best done by THE C. E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Commercial Review*.

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/2-page \$25, 1/4-page \$60, whole page \$100 each time. Address PRINTERS' INK, 19 Spruce St., New York.

RELIGIOUS.

BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1892, 6,275 weekly.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.



4,900

papers are printed nearly every Saturday by THE DAY, New London. Its average daily issue is over 4,700 and growing steadily. The other New London papers combined have scarcely one-half this circulation.

4,900

I Complete the Whole Job.

I will write your booklet or circular, will have it illustrated if necessary, will set the type and print it. Some of the best advertisers in the land leave such matters entirely to me, and I have yet to hear of one who was not thoroughly pleased. Or I will do any part of the work here mentioned. Write me about what you have in mind.

WM. JOHNSTON,
PRINTERS' INK PRESS,
10 Spruce St., New York.

I
IN
10

During July, 1900, about 2,800 newspapers, or one in ten of all the papers published on this Continent, contained an advertisement of **FARM NEWS**, Springfield, Ohio, making a number of special subscription offers. No agricultural or mail order paper is making a stronger bid for *paid-in-advance circulation*.

Guaranteed minimum circulation per issue 100,000.

FARM NEWS, Springfield, Ohio, is a paper for the farmer and his family, his help, for the stockman and agriculturist of every kind.

Up-to-date in methods and original in all things—a paper with push that pulls.

Ask your agent about **FARM News** and put it on your summer and fall lists.

THE AMERICAN FARMER CO., SPRINGFIELD, OHIO.

EASTERN OFFICE:
150 Nassau St., New York City.

WESTERN OFFICE:
1113-1114 Manhattan Bldg., Chicago.

The Parisian

The Only Publication in America which makes a permanent feature of exploiting and illustrating everything pertaining to

THE PARIS EXPOSITION

UNDER THE AUSPICES OF
THE PARIS EXPOSITION COMMISSION

On all news-stands. Price 15 cents. Published at 853 Carnegie Hall, New York.

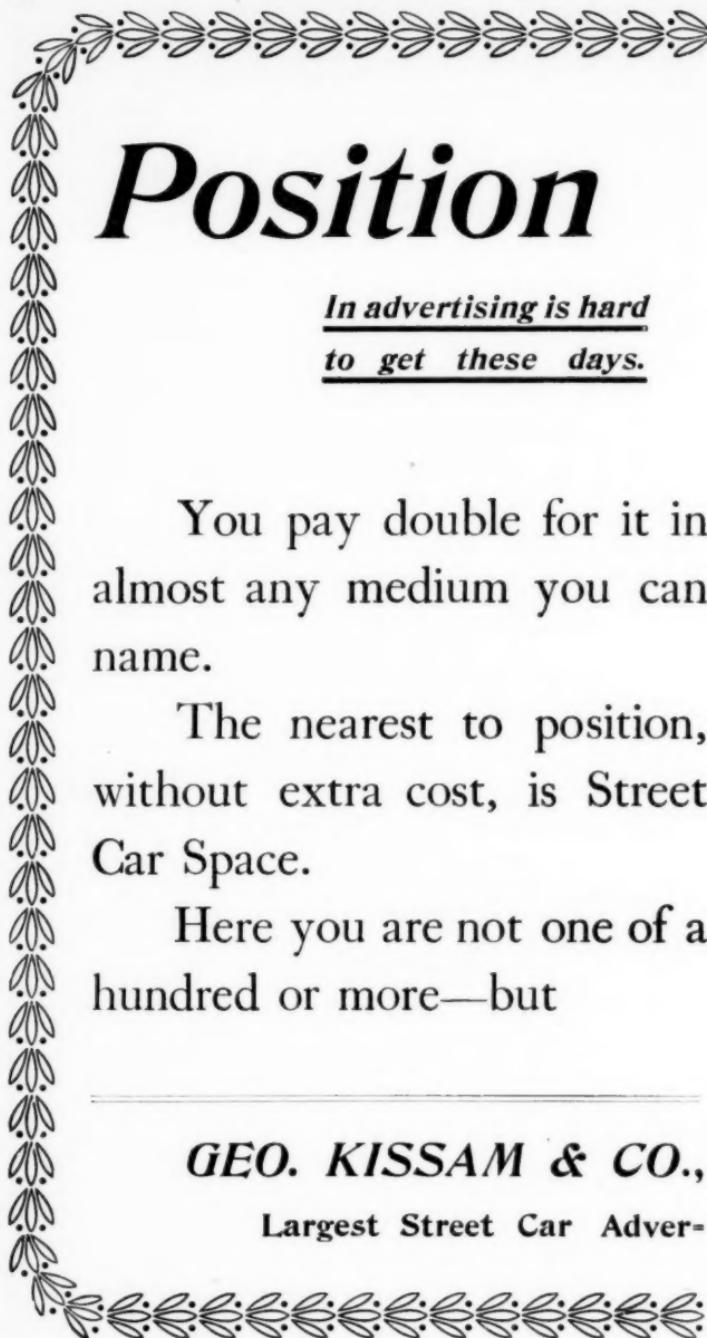
About American Newspapers!

The editor of the American Newspaper Directory keeps on file a mass of information gathered from year to year concerning the circulation and character of American newspapers. He has always at hand, in chronological order, accessible at a moment's notice, a conveniently arranged mass of interesting documents, statements, pamphlets and circulation figures, going to show what is claimed for a paper by its owners or asserted of it by its enemies and friends. By the aid of these and his familiarity with the subject it is always possible to pass the history of the paper in rapid review and comprehend and measure the claims set up concerning its value to advertisers.

A new edition of the American Newspaper Directory with circulation ratings revised and corrected to date will appear on Saturday, September 1st. This will be the third quarterly issue for the thirty-second year of the publication.

PRICE FIVE DOLLARS.

GEORGE P. ROWELL & CO., Publishers, No. 10 Spruce Street, New York.



Position

In advertising is hard
to get these days.

You pay double for it in almost any medium you can name.

The nearest to position, without extra cost, is Street Car Space.

Here you are not one of a hundred or more—but

GEO. KISSAM & CO.,

Largest Street Car Adver-



ONE OF SIXTEEN OR TWENTY.

Does not that re-
duce competition?

Any space is good space in a Street Car—IF you put the right stuff in there's no chance about the result—it will be read.

Read at the right time, for the Street Car is the vehicle that brings the buyer to your shop door.

14 BRANCH OFFICES.

253 Broadway, N. Y.

tising Concern in the World.



IS IT NOT STRANGE

If, as stated, in an advertisement in the last issue of PRINTERS' INK, Mr. Geo. P. Miller believes the *Evening Wisconsin* the best advertising medium in Milwaukee, that he does not use it for the advertising of the T. A. Chapman Co., of Milwaukee, of which he is president? The T. A. Chapman Co. have used the Milwaukee *Journal* exclusively in the English field ever since the newspaper combination attempted to sand-bag its president into antagonism to the *Journal*. Gimbel Bros., also prominent merchants and well known all over the country as such, are likewise using the *Journal* exclusively in the English field. This is not at the request or wish of the *Journal Company*, as the *Journal Company* never has and never will attempt to dictate to advertisers what papers they shall use.

In the advertisement of the *Evening Wisconsin* referred to, the statements quoted from Miller's testimony in the *Journal's* case against the newspaper combination are correctly reported, and that unquestionably was Mr. Miller's honest opinion last April regarding the advertising value of newspaper mediums in Milwaukee. But that was prior to the investigation of the circulation of the Milwaukee *Journal*, made at the instance of Mr. Miller for the T. A. Chapman Co. by the expert accountants, Stuart & Young, of Chicago, recommended to Mr. Miller by the *Chicago Tribune* and *Times-Herald*. It was the result of that investigation, according to Mr. Miller's testimony under oath, that Mr. Aikens, manager of the *Evening Wisconsin*, came to his, Mr. Miller's, office and begged him on behalf of every

present and past family association, not to give to the *Journal Company*, as it would almost ruin the business of the *Evening Wisconsin*. The *Journal Company* prints this part of the testimony, as Mr. Aikens has seen fit to use only part of it, and that part which, if taken alone, would deal unfairly with the *Journal* and in favor of his paper, the *Evening Wisconsin*.

The strength of the *Journal* has been a revelation to the T. A. Chapman Co., whose business has made a steady increase ever since the newspaper combination began its assault on merchants and the *Journal*.

Another point in the *Wisconsin's* advertisement in PRINTERS' INK, of July 25th, reads:

"The sworn average circulation of the *Evening Wisconsin* for June, 1900, was 19,431." The *Journal Company* make the claim "That the CITY circulation ALONE of the Milwaukee *Journal* is larger than is the TOTAL circulation of any other English evening paper of Milwaukee." The CITY circulation of the Milwaukee *Journal* is NOT 19,000.

The *Journal Company* will give \$1,000 to the Association of American Advertisers if they will investigate the circulation of the two papers, and the paid CITY circulation of the Milwaukee *Journal* fails to be larger than is the TOTAL paid circulation of the *Evening Wisconsin*.

THE JOURNAL COMPANY.

STEPHEN B. SMITH, Eastern Representative,

30 Tribune Bldg., New York City.

C. D. BERTOLET, Western Representative,

Times-Herald Bldg., Chicago Ill.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

A single ad will not make or break any advertising. A single piece of printed matter bears the same relation to your advertising as a whole as a single brick does to a wall. One unsound brick may weaken a wall, but not necessarily fatally; but if every brick is unsound the whole wall will be unsound.

The same is true of every piece of advertising matter you send out, whether it be a catalogue, booklet, fac-simile letter, special postalcard, magazine, newspaper or trade journal ad. It should be just as good as you can make it.

It is still more important, however, that your plan should be good. Behind all advertising there should be this plan. There should be system in sending out matter and system in following up results from it.

It should be possible for you to know just what your advertising is doing for you, and how much. If you do not know how to do this, you are not getting all the benefit from your advertising that you should.

It is not always easy to find out the defects in any system of advertising. Too much study of your problem close at hand prevents you from seeing the system as a whole and noticing its weak points both as to general plan and details.

Even with an excellent plan unless the individual pieces of advertising matter are as good as they should be, the plan will fail either as a whole or in part.

In other words, good copy is essential to good advertising. Good copy means everything that is printed in your advertising space or on your printed matter. It means the designs just as much as it does the printed matter. Good copy is saying just what you mean—saying it clearly that all

may understand, without wasting words—in the most logical and natural way. The design or illustration should go with the matter so as to be part of it, and the whole should constitute the best thing that can be done in that space.

This is good copy. *

A valued correspondent sends me a little book in a bright red cover about the Cohoes Savings Institution, of Cohoes, N. Y. It is a twelve-page book containing much valuable information about the institution and its methods. About half the space of the book seems to be devoted to argument on the subject of saving money, illustrated by such interesting facts as that saving one cent a day for five years makes you the proud possessor of \$18.25, which induces my friend to argue :

"It would be interesting to know whether this sort of talk really gets business for the savings institution. Perhaps it does but it hardly seems as if it could. It is preaching, pure and simple. Every man, woman and child knows full well that you can't eat your cake and have it, too. Everybody knows that if you spend money it is gone, and that if you do not save money you will be sorry by and by. It does not seem that argument from any outside source could make the facts about the spending and saving of money clearer, or make them seem of more importance than they really appear to everybody. There are few people who do not give a considerable amount of thought to this vital topic of saving money. It seems very unlikely that anything that anybody else could say would make the subject appear any more serious than it already does, or make the imprudent see the error of their ways in brighter light

and resolve to commence to save money. If I had a savings bank I would be very much interested in experimenting along this line, trying to find just how much people are influenced by that sort of talk. I am inclined to believe that my experience would teach me to talk more about the individual characteristics of my institution and the advantages of doing business with me and less about the necessity for putting money aside for a rainy day."

Every man, woman and child may know that he, she or it ought to save money.

But they don't do it.

You have got to preach the gospel of saving persistently, consistently and insistently, in season and out of season. You must point out the dangers of a poverty-stricken old age and reiterate it. You must scare, argue, figure, coax or yank the average wage-earner into the ranks of the wage-savers. You must keep at it, just as the priest and the preacher keeps hammering away on the advantages of heaven and the drawbacks of the other place.

It isn't the special advantages of any one savings bank, so much as the conviction that he must save something some way that induces the average man to open an account. Nothing has a greater effect upon him than the hammer, hammer, hammer at the moral necessity of saving style of argument.

* * *

Some folks are agitated because they fear that the large amount of advertising in some magazines will ruin their value as advertising media.

It seems to me that the question is self-adjusting.

If the advertising in a magazine does not bring results, the magazine will not be overcrowded very long.

If the advertising pays—it pays and that is all there is to be said. Whether or not it might pay better has nothing to do with the case.

It might pay better if there were fewer pages, or if the pages were

larger or smaller, or if the publisher used a red cover.

It isn't a question of what might be, but what is.

It is a fact that the magazines that pay best are usually the ones that carry the most advertising.

You can sort out the cause and effect to suit yourselves.

I believe that the advertisements are pretty generally read, and that more copies of *McClure's* are sold than could be sold if the ads were left out.

I believe that many people find the ads as interesting as any other part of the magazine.

The ad pages contain more facts and more vitally interesting facts, more news than the literary pages, and the man who binds the magazines—ad pages and all—will have a more valuable volume than he who cuts out the ads.

Ads are news and to-day's news is to-morrow's history.

I believe that people want to read the ads and that to some extent they buy the magazines for the sake of the ads.

On that theory—the more ads the better.

A location on Sixth avenue between 14th and 23d sts. is desirable because of the number of stores already there.

Each store draws some trade—each pulls some customer from uptown, and the greater the number of customers drawn to this district the greater will be the trade of every store in it.

Women go to that district to see what they can find, knowing that they can find practically everything they want.

Every new store that is opened there helps every other store—raises the price of real estate—raises the rent.

So I believe every new advertiser—if he is a truthful and reputable advertiser—raises the value of the medium he uses.

* * *

Some time ago a Connecticut young man wrote me a long and worried letter about the trouble he was having in doing advertising for the merchants in his town.

He inclosed some of his efforts, one of which is this fireworks ad :

FIREWORKS! FIREWORKS!! FIREWORKS!!!

We have just the kind you want for the 4th of July, the newest kind out. Our stock is (by far) the largest of any in the Twin Cities—we bought for two stores. That we will sell them the cheapest we will prove when you come to buy. We will make a leader this year of the Standard Size Fire Crackers by selling them 25 packs for 25 cents. Our assortment will include all the varieties of Skyrockets, Roman Candles, Garden and Exhibition pieces, and the greatest lot of the Miniature kind you ever saw.

Now just a word about them. You all know there are different kinds. If you buy them here you will get the kind that "Go Off" every time with a loud report, a great big Bang! That's the kind the boys want. As one little boy said, "You touch the punk—they'll do the rest." He hit it right. That's just what they'll do, boys, and, by the way, we've got some nice long sticks of good dry punk, the kind that stays lit, and lasts a long time.

Now don't forget us. Go to our stores, where you can get the most for your money.

This ad, he says, was promptly turned down by the man he prepared it for, with the statement that it was absolutely N. G.—that it was too long—that nobody cared to read such stuff, and so on.

This rather took the heart out of the young adwriter, for the reason that he had drawn heavily on his recollections of what he wanted in the line of fireworks when he was a lad, and embodied in this advertisement the things he thought would please and catch the trade of the patriotic young American.

Undoubtedly he was quite right, and although the advertisement has its crudities it is unquestionably good and probably just what the merchant needed.

I have heard many expressions of the fear that an advertisement was too long and that people didn't care to read long ads.

That depends altogether upon whether the story is interestingly told and whether it is information of value to the reader.

It is better to make a book of five hundred pages and tell the whole story than it is to leave out any vital points. If the story is told as it should be it will draw enough trade to make it pay. If it is so short as to fail to carry

any message to anybody it will bring no results whatever. Do not use any unnecessary words, but do not leave out a necessary one, no matter how much space you have to use.

As for my young friend in Connecticut, I am inclined to think that much of his trouble arises from the fact that he is not sufficiently sure of himself and does not charge enough for his work.

Somebody once said that fully half of being a great man consisted in believing that you are a great man, and when you reach the point that you really believe it yourself it will be comparatively easy to make other folks agree with you.

A good many young men who are capable of doing really good work are shy and backward about assuming the place which really belongs to them and insisting upon their work being taken for what it is really worth.

A catalogue recently issued by the W. L. Douglas Shoe Co. consists of just five paragraphs of closely set reading matter and a good many pages of very good pictures of shoes.

The pictures of the shoes are all right, and the descriptions under them are all right, but there is altogether too little space given to the story of the shoe, its manufacture and its advantages. The book ought to have been twice as thick as it is, and had a good strong talk upon the merits of the goods advertised.

This is a common error on the part of makers of catalogues. They fill the catalogue full of pictures and technical descriptions—which of course are necessary in their way—but fail to tell the story of the business and the goods.

Every business has a great many reasons for existing. Every business has its advantages. And every product has merits which appeal forcibly to a certain class of people. If this were not true the business would not be in existence. As it is true, the story needs to be told over and over again.

There are reasons why A. B.

& C. prefer your goods to those of your competitors. These reasons, if properly, intelligently and persistently laid before the rest of the alphabet are bound to attract a certain proportion of their custom.

* * *

Here is a most excellent retail cigar ad hailing from Franklin, Indiana :

A good story bears repeating—here's something good.

THOSE LAPERFECTAS AGAIN.

We like to talk about our LaPerfecta Cigars because they are worth talking about. They are long Havana filler, choice Sumatra wrappers and strictly hand made; such cigars will cost you 10c. other places, because 10c. is as low as such cigars can be sold in the regular way where there's a profit to the maker, a profit to the jobber, and another one to the retailer. LaPerfectas are sold direct from factory to consumer, we save you two profits—more than two really, for ours is so small it could hardly be called profit. We consider that a small profit with public favor is much better than a large one without it. Next time you smoke get a LaPerfecta—it'll be the biggest five cents' worth you ever got. Made here—at home—by

GEORGE F. FREEMAN,
"Maker of Good Smokes."

This advertisement is so far ahead of the average retail cigar ad as to belong almost in a class by itself.

Most retail cigar ads convey the thrilling information that "We sell the famous Something-or-Other cigar—the finest five-cent smoke in the world."

This Indiana man goes right down into the cigar and tells all about what it is made of, where and how it is made, and why it is good.

Probably the inferior character of retail cigar advertising is largely due to the weird and fantastic wholesale cigar advertising which has been done for so many years.

With a few notable exceptions cigar advertising to-day is about the worst class of advertising in the world.

When a man puts a cigar on the market he has a big half-tone picture of the label made and spreads that all over the tobacco trade journals, together with his name and address. Then he seems to think that his whole duty is done and the rest ought to be easy. He

may vouchsafe the information that it is a clear Havana, or something of that sort, but that is as far as you can expect him to go.

The tobacco journals carry scores of pages of this queer kind of advertisement. Tobacco dealers and cigar makers pay thousands upon thousands of dollars for blank, naked publicity without a spark of advertising value. Just why they do it it is hard to say. How it can pay them it is equally hard to see. Very probably it doesn't and they don't expect it to.

Advertising that tells the trade all about a cigar, what it is made of, who makes it, how it is being advertised or pushed, and why it is a quick and profitable seller, undoubtedly brings highly profitable and gratifying results.

It would seem as if every manufacturer would have realized this fact by this time and be ready to fall into line with some advertising worthy of the name. Undoubtedly they will have to come to it some time, but the process is very slow.

It is really not the fault of the journals devoted to the tobacco trade. I know that they appreciate the merits and the results of modern advertising methods, and have done everything in their power to induce their customers to get up to date.

The tobacco and cigar business is a great and wonderful business, and that it should be still in its advertising infancy is a remarkable fact.

* * *

The Times-News Company, of Connersville, Indiana, some time ago circulated a neatly bound little book printed in red and green, of which the following was the introduction :

You know perfectly well what a pleasant impression good printing makes on you. You think more of a man and his business when he sends you a neat, tasteful letter-head or envelope. Of course all the people you do business with, or want to do business with, will have the same feeling about you if you send them something striking, original and tasteful in the way of printed matter. We make it a part of our business to put brains into our type work. Let us print your catalogues, price lists, checks, booklets, letter-heads, noteheads, billheads, envelopes, business cards, circulars, receipts, folders,

programmes, or any other printed matter, and we will give you something that will "cut ice" with the people you communicate with; and we will not charge you a big price for it either.

All this has been said before, but it cannot be said too many times.

The rest of the book is composed solely of examples of the work of the Times-News Company in the commercial printing line. All of the work is good and there could be no better way of placing it before the public.

The very best advertising a printer can have is samples of his work. If the samples are what they should be they will carry more weight and bring much more business than any amount of talking.

The printer is about the only man who can put his work before the man whose trade he is after and make it talk. Such being the case it is odd to find many printers sending out advertisements for their shops sloppily printed on poor stock.

* * *

PRINTERS' INK of July 11th says: "A writer in the current Munsey's comments on the atrocity of the advertising poetry one sees in the cars. It does seem that the opinion is abroad that advertising rhyme cannot be good unless it is very bad."

If that idea is abroad it certainly has some very good grounds for existence.

Most of the advertising poetry is of about the toughest sort, containing neither rhyme nor reason.

However, here is a bit of verse which a young man from San Jose says he set up at the case without copy, which is very far from being bad:

Just as the buzzing, busy bee,
Goes forth in search of honey,
So should the busy business man
By seeking trade, find money.

And as the bees that buzz the most
Find most of sweets they prize,
The cream of trade will always go
To those who advertise.

As a candidate for the position of the worst that ever happened here is the tail end of a circular coming from Glassboro, N. J. The folder is about a grand opening of a clothing store, and this surpris-

ing bit of verse is labeled "song" in big letters:

Their his a charming little clothing
Store not many miles from here.
Their names is Steinberg Bros Myers.
that you can plainly see
You will try their Clothing once and
you will call again
So come and try for I want cry as
Steinberg Bros Myers Store

* * *

Here is part of one of the newspaper ads of Victor E. Adler, of Washington :

COMING OR GOING

—You will find rest here. You will not be offended by the obsequiousness of the chattering chaffers of the Nomads, who thrust the worthless wares of their employers under your noses with much volubility and extreme earnestness, and repeat their parrot-like performance to each and every customer. Such scurvy methods are not tolerated by "Old Reliable." The reputation of Adler's Ten Per Cent Clothing House was too dearly earned to be frittered away for a "Mess of Pottage." This is an advertisement, and yet it is not. The advertisements of to-day are, as a rule, merely gloss, glitter, glaring generalities. They do not deal with facts; merely glimmer, and glimmering, die—leaving the reading public in Egyptian darkness as to the real situation.

Some men call this genius and pay largely for the services of such a genius whose writings can produce such results. Happily, we do not belong to that school—we are of the earth earthy—and beg to say to you that we are Outfitters to All of Mankind.

No doubt the man who perpetrated this thinks it a wonder, and in some respects it is. The wonder is that any merchant can be expected to pay the slightest attention to such nonsense as this.

When a man sets himself up on a pedestal and announces that he is the only honest man in the business and that all the others are liars and thieves, he lays himself wide open to the suspicion of being the whole board of directors of an Ananias Club himself.

When a man abuses his competitors all right-minded people are inclined to take offense. No man can read stuff of this sort without feeling that the man who wrote it is mean enough to do almost anything to injure his business neighbors and to make an extra dime or so for himself.

A man of this sort ought to lose trade instead of getting new customers by his advertising.

The newspaper man who would like to obtain a specified number of coupons conveying rights and privileges as set forth in the accompanying fac-simile, and to pay for the coupons by inserting an unobjectionable advertisement in his own paper that he would not otherwise receive, may address PETER DOUGAN, Manager of Printers' Ink Advertising Bureau, 10 Spruce St., N. Y.

No. SAMPLE.

GOOD FOR FIVE DOLLARS

AS STATED BELOW

IF USED WITHIN TWO YEARS OF DATE OF ISSUE, OTHERWISE VOID.



GOOD FOR A YEAR'S SUBSCRIPTION FOR PRINTERS' INK, PRICE FIVE DOLLARS.
 GOOD FOR 50 COPIES OF PRINTERS' INK (ANY ISSUE), PRICE FIVE DOLLARS.
 GOOD FOR A COPY OF THE AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.
 GOOD FOR 20 LINES OF CLASSIFIED ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.
 GOOD FOR 10 LINES OF DISPLAY ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.
 GOOD FOR A 10 LINE ADVERTISEMENT OR PUBLISHER'S ANNOUNCEMENT IN THE
 AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.

Good to apply as a credit in settlement of any order or bill for advertising in or subscriptions for Printers' Ink or American Newspaper Directory, or for extra copies of Printers' Ink or any issue available, or for subscriptions to the American Newspaper Directory Confidential Information Bureau.

FOR THE PURPOSES SPECIFIED ABOVE A HUNDRED OF THESE COUPONS ARE AS GOOD AS \$500 CASH, AND A THOUSAND ARE AS GOOD AS \$5,000 CASH. ONE IS AS GOOD AS \$5 CASH.
 BEING PAYABLE TO BEARER, NO DUPLICATE CAN BE HAD IN CASE OF LOSS.

C. D. Douglass
10 SPRUCE ST.
NEW YORK.

WILL YOU BITE?

A Western ink house is advertising in one of the trade papers, offering news ink in 50 lb. kegs at \$4 a keg, but to learn just how valuable the space is, they allow a discount of \$1 if you cut out the coupon and send it along with a check for \$3. This is an inducement to publishers to try their news ink. For the past six years I have been offering the best *News* ink in the world put up in 50 lb. kegs at \$2.75 a keg, or in 500 lb. barrels at \$20 a barrel, and I don't ask for coupons or references, but have to see the color of your money before I ship the goods. The following testimonial is from a prominent officer of the Wisconsin Press Association, but through courtesy I will not mention his name:

"While our trade with you will not make you rich, you have made a steady customer of us, and we shall do all that we can to throw orders your way.

"We demonstrated to our satisfaction that other houses could not compete with you, recently. A particular friend of ours said his house could lay ink down here as cheaply for us and as good, guaranteed, as your ink. We told him that he would have to put up some mighty good ink if he did; that we had had two 500 barrels of you, and that we never had better ink. Out of curiosity, I wrote that house to see just what they would do, and I have the letter in black and white, saying that the agent was not authorized to sell ink at any such price. It was one of the big houses, too. If you care to make any mention of this, you are welcome to, provided that you do not mention our name. We never had better ink than you have furnished us."

I have had several inquiries of late about my prices for news ink, and it strikes me that my competitors are feeling the increase in raw materials and are getting under cover by asking more for their goods. When I first offered news ink at 4 cents a pound I was considered an idiot, but I gobbled up the trade so fast that the other ink men became jealous, and it was not long before they were selling below me and offering unlimited credit. My prices still remain the same, and if you don't send the money, you don't get the goods. Send for my price list. Address

PRINTERS' INK JONSON,

13 Spruce Street,

New York.

HERE are spheres of advertising as well as of political influence. The clearest defined are those of the daily papers. The publications of the

Scripps-McRae League

with their sworn-to daily circulations:

<i>The Cincinnati Post,</i>	133,288
<i>The Cleveland Press,</i>	93,096
<i>The St. Louis Chronicle,</i>	54,050
<i>The Kansas City World,</i>	24,348
<i>The Kentucky Post,</i>	12,826

Are located at strategic points in the prosperous States of the Mississippi Valley. These dailies are read by all classes, but have peculiar influence with the sturdy and numer-

ous middle class; the people who buy the bulk of the goods, and whose patronage is indispensable to the general advertiser. We give the best advertising value in these cities; the largest daily circulations in Cincinnati and Cleveland; a larger circulation in St. Louis for the price charged than any other medium; the only evening paper covering the one-cent field in Kansas City; the only daily circulation in Covington, Ky. No Sunday editions. Live news on every page, and only eight pages.

For further information, address

F. J. CARLISLE, Advertising Manager,

SCRIPPS-MCRAE PRESS ASSOCIATION,

53 Tribune Building,
New York.

116 Hartford Building,
Chicago.

START at ONCE

on the road to success. Street car cards will bring you to the goal of prosperity, as it is doing this minute to the increasing list of wide-awake street car advertisers. They are finding that

Kissam's System OF STREET CAR ADVERTISING

is the BEST car advertising in the world.

Information cheerfully given to any one interested enough to ask.

**GEORGE KISSAM & COMPANY,
253 BROADWAY, NEW YORK.**

Written by John J. Griffin, Albany, N. Y.